

What modern businesses expect from their marketing agency

If you're looking to build stronger relationships with your clients, you'll want to gain a deeper understanding of their business needs. CallRail will not only help you to achieve this connection with your clients but can also offer industry-leading tools that will show the overall value of your growing relationship.

After analyzing the responses of 600 survey respondents, the following trends emerged regarding expectations and realities of the agency and small business working relationship.

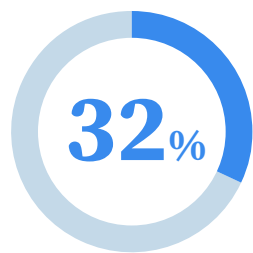
The main themes? Small businesses value the marketing expertise agencies offer, and agencies have opportunities to enhance the quality of their partnerships to make them more meaningful with clearer, more trackable data.

How to utilize this tip sheet:

Using the data below, you can evaluate if your agency is meeting small businesses where they are with a diversified, customer-service focused and technologically savvy marketing strategy that tackles business growth from every angle.



Tip No. 1

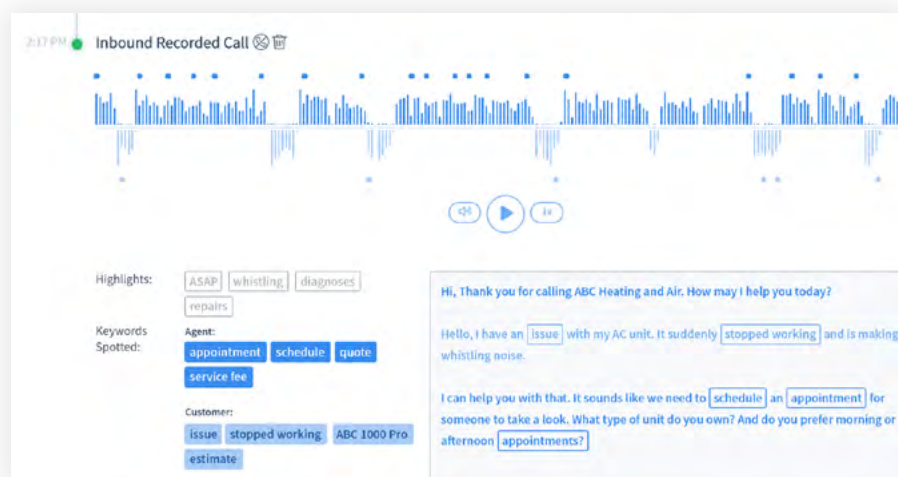


Only 32% of agencies take the time to understand their client's brand position and voice.

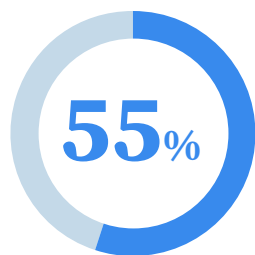
When agencies fail to understand their clients, it can render marketing campaigns ineffective and lead to the loss of said clients.

Your agency must demonstrate to clients that it recognizes and understands their field on a deeper level. Dedicating time to become an expert in your clients' industry will help your agency stand out from competitors, establishing it as a natural extension of the client's team.

[CallRail's Conversation Intelligence](#) helps agencies identify their clients' desired voice and tone — quickly, effectively, and seamlessly.



Tip No. 2

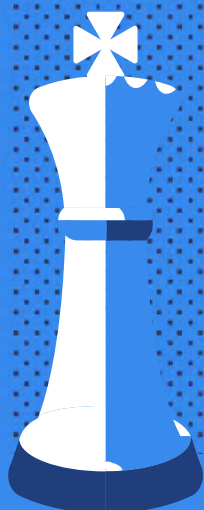


55% of small business owners love working with agencies because they improve customer service.

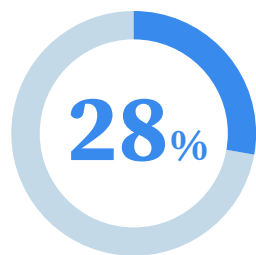
Producing a detailed, well-written plan to improve customer service gives agencies credibility with their clients, setting them up for success.

A standardized playbook, service offering, pitch deck, or proposal that can be implemented step-by-step shows clients that your agency is invested in their progress. This guide may include client engagement emails, customer service call tracking, retention reporting, offers, or promotions.

When it comes to providing exceptional customer service, understanding each step of a consumer's journey is imperative. [CallRail's Call Tracking](#) helps agencies provide better customer support through multichannel lead attribution, visitor tracking, call logs, source tracking, and more.



Tip No. 3

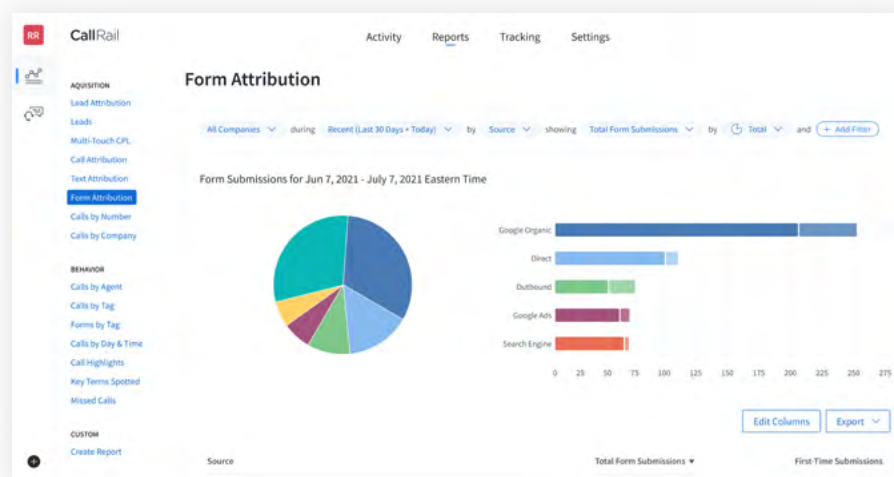


Only 28% of small businesses gather reviews and testimonials.

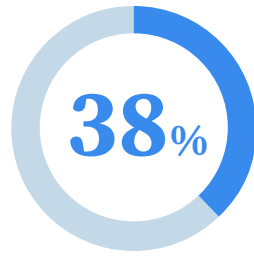
Use customer-generated content to help clients increase market exposure and leads.

Potential customers typically seek out online reviews, case studies, and testimonials before making a purchase or utilizing a service. Organize creative campaigns to gather this type of content from your clients' customers to demonstrate your value and build their online presence.

CallRail's Form Tracking can be used with Call Tracking to gain valuable insights into your clients' lead generation. [Form Tracking](#) reveals why certain leads show interest in client products or services. These combined insights help clients market and spend smarter.



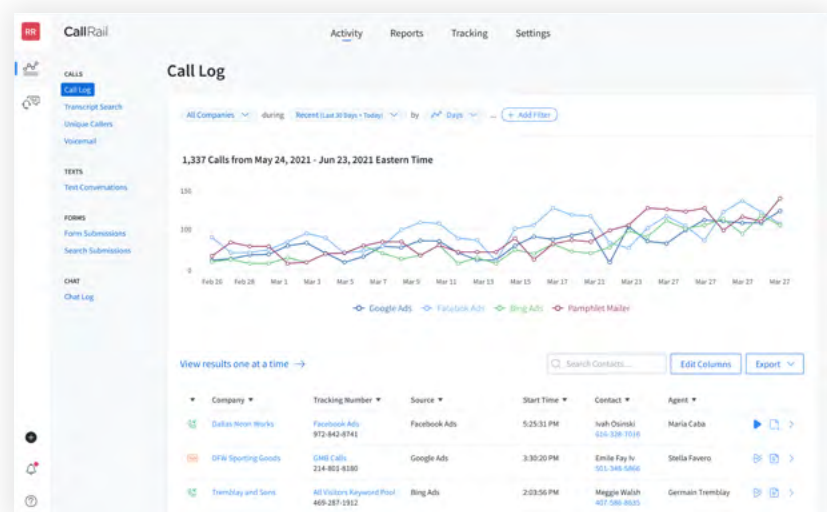
Tip No. 4



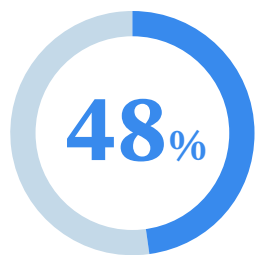
38% of small and medium-sized businesses want their agency to help them track leads.

Integrate your lead tracking. Although most agencies assist clients with lead tracking, take it a step further by analyzing and optimizing important data and analytics. Simplify multi-touch attribution, shorten customer response times, and follow preferred customer channels.

Call Tracking uses dynamic number insertion (DNI) to track online marketing campaigns such as emails, social media posts, keywords, and pay-per-click (PPC) ads. Source-level tracking monitors incoming leads from offline marketing campaigns such as ads, mailers, brochures, billboards, and more. Businesses will also have access to each lead's name, number, and location.



Tip No. 5

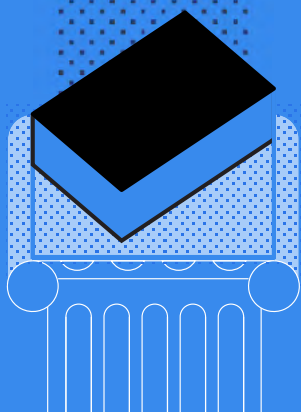


48% of small and medium-sized businesses felt their marketing agency wasn't capable of helping them beyond lead generation.

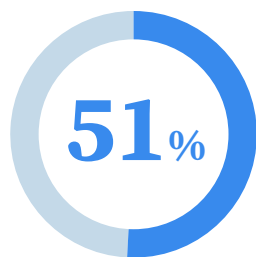
Tailor agency services to promote overall business growth and increased market exposure, not just lead generation.

In addition to generating leads, offer clients services that nurture and close leads. Explore their sales handoff and follow-up processes to see where your agency can assist with sales enablement services.

[CallRail's Call Tracking](#) allows businesses to identify which campaign, review, case study, or keyword captured the attention of each lead. This data helps organizations understand which campaigns generate the most leads, eliminating inefficiencies.



Tip No. 6



51% of small and medium-sized businesses want their marketing agencies to recommend new technologies.

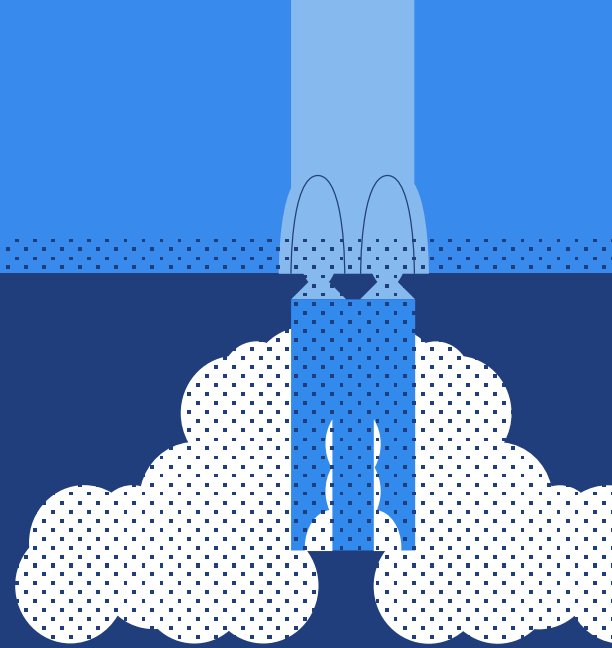
Recommend easy-to-use tools that clients can implement to improve the effectiveness of their marketing campaigns and strategies.

The right technology can make all the difference. Accurate reporting and analytics, project management, and customer retention all play integral roles in lead generation. Implementing tracking tools improves the likelihood of long-term success for clients by identifying the best marketing methods.

[CallRail's analytics package](#) packs a big punch by tracking and measuring your clients' entire sales funnel. Integrating inbound call tracking data and web analytics will help identify how potential customers interact with a specific business or brand. This information can be integrated [with tools](#) such as Google Analytics, Marketo, HubSpot, or Salesforce, allowing clients to see the big picture.

Learn how you can offer your clients best in class call tracking software while also getting exclusive agency benefits by [joining our partner program](#).





About CallRail

CallRail is a leading marketing platform that helps businesses like yours accelerate growth.

CallRail gives you tools to market smarter, drive more quality leads, centralize communications, and turn leads into customers.

Call Tracking, Form Tracking, and Conversation Intelligence reveal insights across touchpoints along each customer's journey. Lead Center helps you connect with customers on their terms, with a unified inbox and integrated communication tools including softphone, text, and chat.

Top-ranked on G2, over 175,000 businesses worldwide trust CallRail's straightforward, powerful marketing platform to accelerate and sustain growth.

Learn how you can offer your clients best in class call tracking software while also getting exclusive agency benefits by joining our partner program.

Join Our Partner Program →