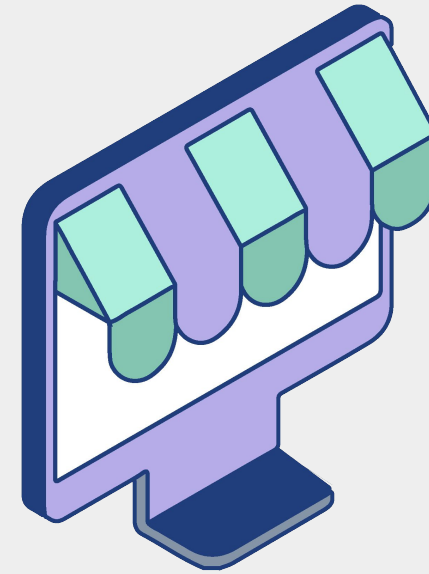




10 actionable tips to help small businesses boost productivity during the holidays



While it's the most festive time of year, the holiday season can be a bit of a lull for many small businesses. But that doesn't mean productivity must come to a halt.

These tips can help your business use this time wisely by prioritizing the right leads, providing a great customer experience, and preparing for busier times ahead.

- **Attribute calls to the marketing channels that drove them.**
As a small business, you're running promotions across various channels all year long. [Call Tracking by CallRail](#) ensures you always know where both online and offline leads come from – be it billboards, bus wraps, Google Ads, you name it. Use this information to plan which channels are the best fit for your company, where you'll be reinvesting, and where you'll be pulling back in the new year.
- **Focus on spending marketing campaign dollars efficiently.**
The slow season is the time to take account of not only which channels, but which campaigns drive the best leads. [Dynamic Number Insertion](#) is a Call Tracking feature that assigns a unique phone number to each online source and then displays that phone number to prospects via PPC ads and your website. With marketing source information, you know exactly which online ads prompted leads to call.

Use the seasonal lull to reallocate next quarter's budget and plan campaign messaging based on what's driving prospects to ring your business.

Answer every call that comes in.

When prospects and customers reach out to your business, they expect you to pick up. [Customizable call routing](#) ensures they reach the best, first-available person to help. Features like round robin, simulcall, geo-routing, and responsive routing help reduce missed calls – even if you’re understaffed – and improve the customer experience.

Use custom greetings and hold messages to share promotions.

Nobody likes holding for the next available agent, but this is a great time to share special offers. When callers reach out using the [Call Tracking](#) phone number from your campaigns, keep them engaged while they wait with custom hold messages that detail the promotion they’re interested in.

Have a plan for missed calls.

Missed calls do happen, but that doesn’t deter [82%](#) of consumers from expecting a response within 10 minutes. And if they don’t get one, they’ll likely move on to your competitor. If your team does miss a call, send an [automatic text message response](#) to let callers know when to expect a call back. Managers can also set up email and browser notifications of missed calls to make sure a member of the team is on the task.

Prioritize your most important leads.

The slow season is a great time to take stock of how you’ll spend your time when business picks up. During busier times, you’ll want to prioritize your most qualified leads.

CallRail lets your team use tags to designate things like priority, good or qualified leads, location or service area, and so on, based on your team’s needs. Tags can be applied manually or automatically with [Conversation Intelligence](#), which can identify keywords spoken during a conversation – like “set an appointment” – and apply a subsequent tag.

Fine-tune marketing and keyword bidding strategies.

Insights from customer calls are a treasure trove for marketing ideas, and while you may have time to manually analyze them during the slow season – business will eventually pick up. Now that you have the time, try out [Conversation Intelligence](#) which automatically analyzes the language customers and prospects use so you can identify trends that will help you improve your bidding and organic content creation strategies for the upcoming year.



Report on call metrics and team performance.

Data should be driving your marketing and operations decisions, so make sure you're [reporting](#) on leads, ROI, keyword performance, campaign results, call conversions, peak call times, missed calls, and more. Use this information to make staffing decisions, plan promotional offers and tune up your talk tracks ahead of the busy season.

Stay productive even if you're short staffed

It's the most wonderful time of the year – except if you're a business owner and most of your staff is on vacation. Training and ramping up seasonal staff members is challenging when you're already short handed. Save time, money, and energy with [call recordings](#) so new hires and stand-ins can self-train by reviewing exemplary calls. Managers can also review conversations to provide feedback for the future.

Get visibility into the customer journey.

Using [Form Tracking](#) with Call Tracking provides insights into every lead's entire customer journey, so you can best meet their needs. For example, if a caller downloaded an ebook, or viewed a specific page on your website, you can tailor your conversation around those insights.

Better yet, when a lead submits a form, Quick Responses allow you to send a pre-written or custom text – or click to call them directly from the CallRail app – so you can close deals quickly all year long.

Give your business the
gift of Call Tracking to
drive – and close –
more leads this
holiday season.

Try Call Tracking for free today.