

CallRail

Guide

How to spark confidence in your marketing strategy



Nearly three-quarters (73%) of small-to-medium businesses are caught in the villainous grip of uncertainty when it comes to their marketing strategies. With only 16% of small business marketers saying they feel confident they're using the right channels, it's no wonder many marketers are left asking, "Am I investing in the right areas?" or "How can I be sure my marketing dollars are making an impact?"

These doubts can be the kryptonite that holds you back from reaching your full potential. But even without superpowers, many small businesses are charging ahead. This year, 39% of small businesses are suiting up to spend more on marketing than they did last year, and 44% are dedicating more time to the fight.

Increasing your marketing budget without a clear plan is like leaping tall buildings in a single bound—without knowing where you'll land. It can lead to wasted resources, frustration, and missed opportunities.

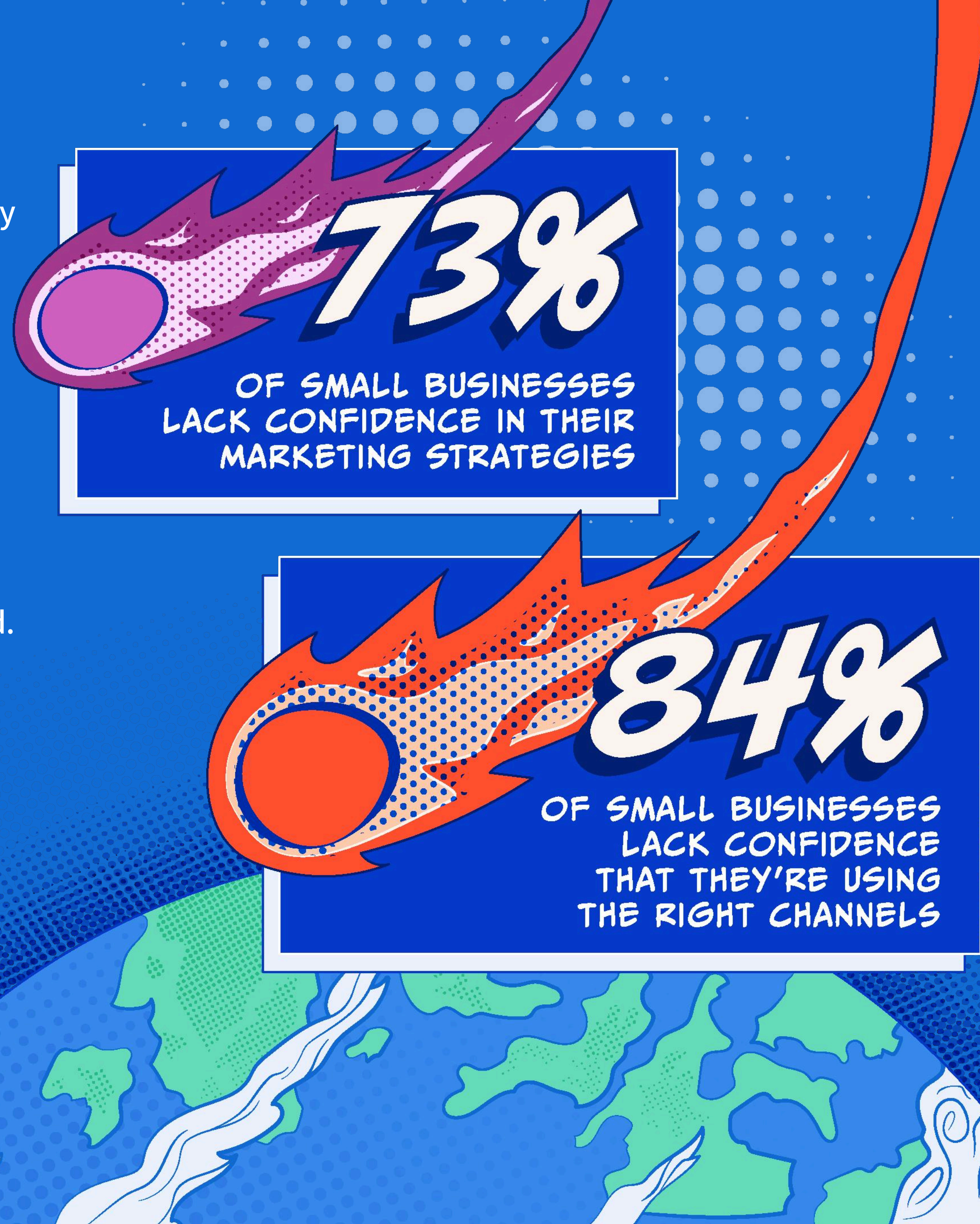


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Enter CallRail, your secret weapon in the battle against marketing uncertainty. In a survey of over 120 small business owners and marketers, the majority reported that CallRail gave them the marketing confidence they needed to soar. In this guide, we'll show you how CallRail can be your sidekick, empowering you with the tools and strategies to kick your marketing confidence up to the next level.

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The best marketers are confident marketers

Confident marketers are like superheroes with a plan—they don't just guess; they make decisions powered by solid data. Imagine knowing exactly:

- *WHICH KEYWORDS DRAW IN THE MOST TRAFFIC*
- *WHICH CHANNELS BRING IN THE HIGHEST-QUALITY LEADS*
- *WHICH CAMPAIGNS NEED A BOOST*

When you have these insights, you're not just navigating blindly—you're strategically deploying your marketing budget where it will have the most impact.

CallRail users have noted how CallRail builds this confidence by letting them see their “marketing dollars at work,” and allowing them to effectively “attribute leads across marketing efforts,” giving them the power to be “more confident in understanding the prospect and customer journey.”



*"CALLRAIL HAS OFFERED US
THE CONFIDENCE TO KNOW WHAT
CAMPAIGNS AND PROMOTIONS ARE
DRIVING THE MOST TRAFFIC AND
WHICH ONES ARE NOT."*

*--CEDRIC HARRIS, DIRECTOR OF
CORPORATE MARKETING AT PAVION*

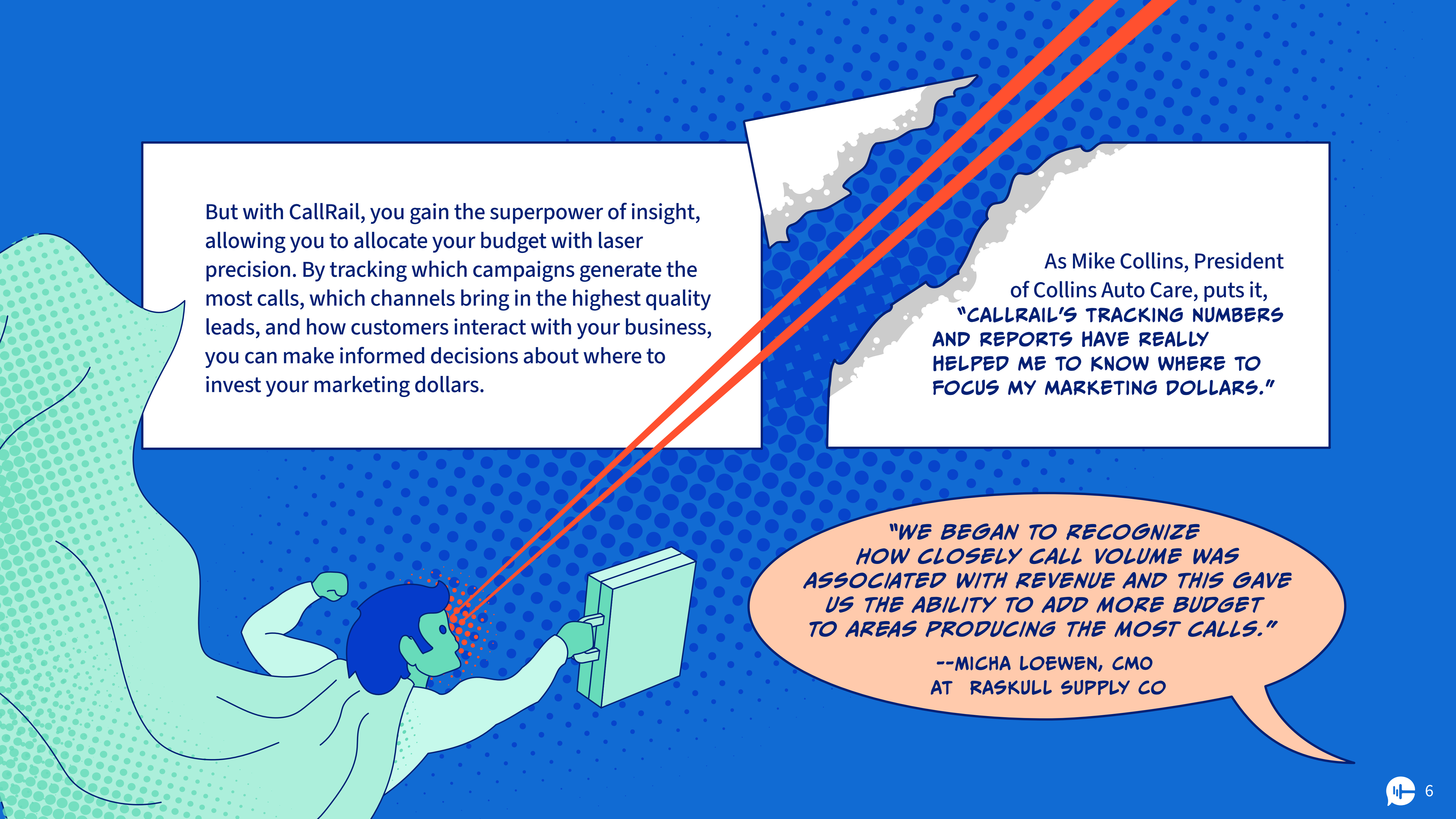
Master your marketing budget with confidence

Allocating your marketing budget can sometimes feel like a high-stakes guessing game, especially when you're not sure which campaigns are truly delivering results. It's like playing darts blindfolded—you're just hoping something sticks.

When your confidence in your marketing budget wavers, doubt creeps in:

- ***SHOULD YOU INVEST MORE IN PAID SEARCH?***
- ***IS YOUR SOCIAL MEDIA CAMPAIGN REALLY WORTH THE SPEND?***
- ***ARE YOUR AD DOLLARS TURNING INTO QUALITY LEADS OR ARE THEY VANISHING INTO THIN AIR?***





But with CallRail, you gain the superpower of insight, allowing you to allocate your budget with laser precision. By tracking which campaigns generate the most calls, which channels bring in the highest quality leads, and how customers interact with your business, you can make informed decisions about where to invest your marketing dollars.

As Mike Collins, President of Collins Auto Care, puts it,
"CALLRAIL'S TRACKING NUMBERS AND REPORTS HAVE REALLY HELPED ME TO KNOW WHERE TO FOCUS MY MARKETING DOLLARS."

"WE BEGAN TO RECOGNIZE HOW CLOSELY CALL VOLUME WAS ASSOCIATED WITH REVENUE AND THIS GAVE US THE ABILITY TO ADD MORE BUDGET TO AREAS PRODUCING THE MOST CALLS."

--MICA LOEWEN, CMO
AT RASKULL SUPPLY CO

Confidently know what channels and campaigns are driving calls

Understanding where your calls are coming from can be a powerful advantage in the world of marketing. Without the ability to track call sources, you're unable to measure the effectiveness of your marketing channels. This can lead to overspending on campaigns that don't deliver quality leads or underinvesting in channels that could be driving significant revenue. It's a vicious cycle of inefficiency, where marketing dollars are spent with little to no understanding of their impact.

But with CallRail, you can see exactly where your calls originate, which campaigns generate the most engagement, and how these calls contribute to your bottom line. This level of visibility helps you allocate your budget more effectively, and gives you the confidence to make data-driven decisions that propel your marketing strategy forward.



100%

OF CALLRAIL USERS ARE
CONFIDENT IN THEIR CHOICE
OF CALLRAIL AS THEIR CALL
TRACKING PROVIDER

As James Lennon, Digital Marketing Director at The Ward Law Group, shares, “We are able to create call tracking numbers for every single campaign we run so we can accurately track attribution for every lead that comes in. This allows us to measure the performance of each campaign based on calls, clicks, types of calls, duration, etc.”

In addition, CallRail’s call recording feature and AI-powered transcripts with near-human accuracy add an extra layer of strength, allowing businesses to gain valuable call insights. This helps refine marketing messages to better resonate with customers.

“CALLRAIL HAS BEEN A HUGE HELP IN TRACKING OUR RANGE OF CALLS FROM VARIOUS LISTING SERVICES AND ADS. WHERE OTHER SERVICES FALL SHORT, I’M ALWAYS CONFIDENT WHEN REVIEWING OUR CALLS WITH CALLRAIL.”

--STEVEN BIGWOOD, DIGITAL MARKETING MANAGER AT CASEY’S MOVERS



SUPERCHARGE your confidence in the ***RELIABILITY*** and ***ACCURACY*** of your marketing data

In the world of marketing, data is everything. Without reliable and accurate data, your marketing decisions can quickly lead to wasted resources and missed opportunities for growth. Confidence in your marketing data isn't just important—it's essential to stay ahead of the competition.

CALLRAIL STANDS OUT IN THIS AREA, WITH *98%* OF USERS REPORTING CONFIDENCE IN THE ACCURACY AND RELIABILITY OF THEIR MARKETING DATA AND PERFORMANCE REPORTING.

This confidence isn't just about making better decisions—it also fosters stronger team alignment. In fact, 90% of CallRail users feel more in sync with their team thanks to the platform's comprehensive marketing insights and reporting. As one user noted, "It's given our small team the opportunity to reflect on call handling and coaching."

98%

OF SURVEYED CALLRAIL
USERS REPORT CONFIDENCE
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**"WE ARE
GETTING A BETTER
UNDERSTANDING OF
WHERE OUR ADVERTISING
BUDGET SHOULD BE
GOING ON DIGITAL
ADVERTISEMENT."**

**--PATRICK WISNIEWSKI,
CRM ANALYST AT CAMBRIA**

Master your marketing mix and lead generation with confidence

In the battle to master your marketing strategy, CallRail delivers precise data on where your leads are coming from and how your marketing dollars are performing. CallRail's ability to supercharge your marketing mix is backed by real-world results.

Business owners like Bill Avellan of DTLA have experienced firsthand how CallRail sharpens their strategy: *"I'M VERY CONFIDENT IN UNDERSTANDING WHERE LEADS ARE COMING FROM AND HOW MONEY SHOULD BE SPENT. BEFORE CALLRAIL, I HAD NO REAL INSIGHT INTO WHERE CALLS WERE COMING FROM OR HOW TO TRACK THEM. NOW, I DO THIS NOT JUST FOR MY OWN BUSINESS BUT FOR OTHERS I MANAGE."*



With CallRail, you're not just getting a call-tracking tool—you're gaining a dynamic edge in optimizing your marketing mix and generating more leads with confidence. As many businesses have discovered, CallRail makes managing and maximizing incoming leads simpler and more effective, giving you the power to make data-driven decisions that drive success.

"CALLRAIL WAS AN EASY CHOICE. IT HAS HELPED US TRACK LEADS AND UNDERSTAND OUR LEAD QUALITY."

*--MAX RUNDLETT, MARKETING MANAGER
AT SEACOAST SPECIALIST CARS*

How AI can help boost marketing confidence

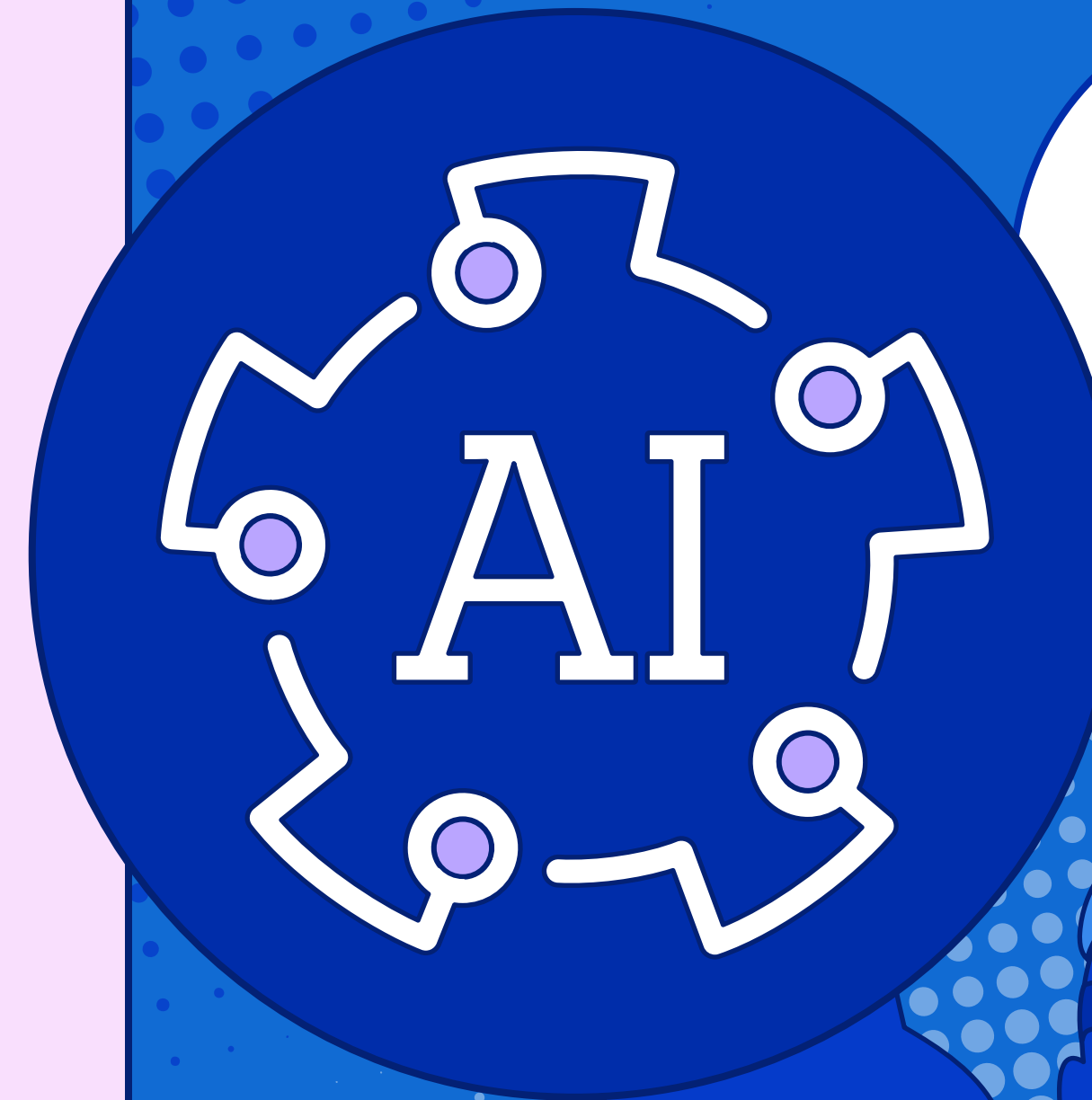
Staying ahead requires more than just a marketing strategy—it requires the integration of cutting-edge technology. AI-powered tools provide that essential edge, enabling marketers to excel with confidence and precision.



By fully embracing AI, marketers unlock unparalleled insights that not only enhance their understanding of customer behavior but also dramatically improve operational efficiency. While 61% of users are currently comfortable using CallRail AI features, those who dive deeper into these capabilities will find themselves better equipped to navigate the complexities of the marketing landscape, ultimately achieving greater success.

Key features like call summaries, which quickly distill the essence of every conversation, including the most impactful keywords and messages for your campaigns. Meanwhile, the AI-powered call sentiment feature acts as your emotional radar, detecting the tone of customer and staff interactions to help you refine scripts and improve training. Convert Assist takes it even further, analyzing call transcripts to create actionable next steps to help with lead conversion, like scheduling appointments or automating the drafting of follow-up emails, and providing real-time coaching that enhances customer interactions.

Moreover, these AI tools don't just stand alone. They integrate seamlessly with other marketing technologies, such as Google Ads, Google Analytics, Salesforce, HubSpot, Active Campaign and more.



"THE CONVERSATIONS WE HAVE WITH OUR LAW FIRM CLIENTS JUST COULDN'T HAPPEN WITHOUT CALLRAIL. ALL THE NEW AI AND EXTRA FANCY FEATURES ARE JUST ICING."

--NATE BRUNS, AGENCY OWNER AT LOCKSIDE DIGITAL



Build your marketing confidence

Building confidence as a marketer starts with having the right tools to measure, optimize, and refine your efforts. CallRail's Call Tracking, along with AI-powered solutions like Premium Conversation Intelligence™ and Convert Assist, provide invaluable insights needed to elevate both your marketing strategy and your confidence.

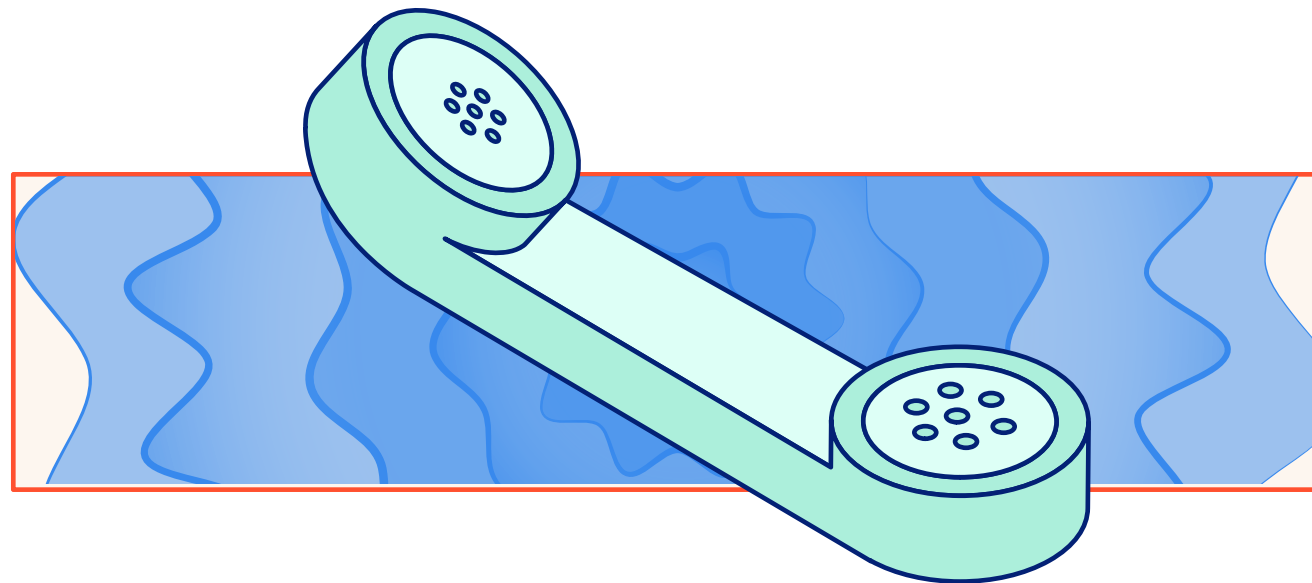
HOW YOU CAN LEVERAGE **CALLRAIL** TO BOOST YOUR MARKETING CONFIDENCE:

1

**BE ABLE TO CONFIDENTLY ATTRIBUTE
CALLS TO CAMPAIGNS AND CHANNELS**

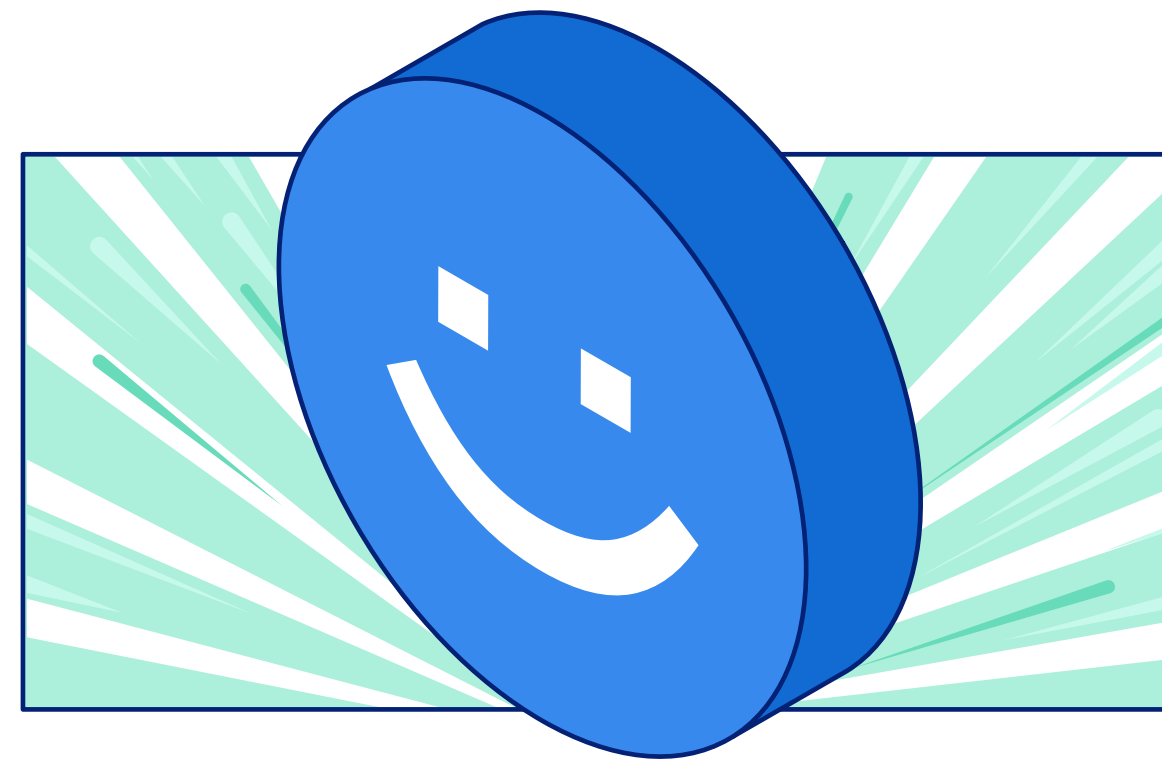
Call Tracking enables you to monitor the performance of various campaigns, whether through PPC, SEO, or offline ads. By assigning unique phone numbers to different channels, you can track which campaigns and channels drive the most calls and conversions, allowing for smarter budget allocation and the ability to quickly optimize your ad spend by reallocating resources to higher-performing campaigns, ensuring maximum ROI.





2 GET DEEPER INSIGHTS FROM YOUR CALLS

AI-driven Premium Conversation Intelligence allows for the recording and transcription of calls, helping you monitor the quality of interactions and identify key topics like customer pain points. Tools such as keyword spotting and lead scoring prioritize follow-ups, ensuring your team focuses on the most promising leads while improving overall customer interactions.



3 IMPROVE THE CUSTOMER EXPERIENCE

Knowing the context of past conversations helps you tailor future interactions, increasing customer satisfaction. Tracking missed calls also allows for quick responses, which can significantly impact conversion rates.



4 ENHANCE DATA-DRIVEN DECISION MAKING

Integrating Call Tracking with CRM and analytics tools provides a complete view of customer interactions across channels. This data can be used to analyze trends and adjust strategies in real-time. Testing and iterating on different marketing messages further strengthens your ability to drive higher call volumes and conversions, while optimizing local SEO efforts and enhancing multi-channel campaigns.

Supercharge your ROI with CallRail

Marketers everywhere are unlocking greater confidence in their marketing decisions and in their ROI from marketing spend. From slashing cost-per-lead by 20% to saving 60% of time spent analyzing calls, CallRail doesn't just improve your bottom line—it transforms it.

Nicholas McKenzie, Owner of Z&M, shares,
"AS A MARKETING AGENCY FOR A NICHE CONSTRUCTION INDUSTRY, CALLRAIL HAS HELPED US SEE EXACTLY OUR ROI WITH GOOGLE ADWORDS, GMB, ORGANIC, ETC."

Even at the most basic level, CallRail pays for itself by providing the data you need to make informed decisions. With its advanced AI and features, CallRail is more than just a tool—it's the superhero sidekick that helps your business soar.



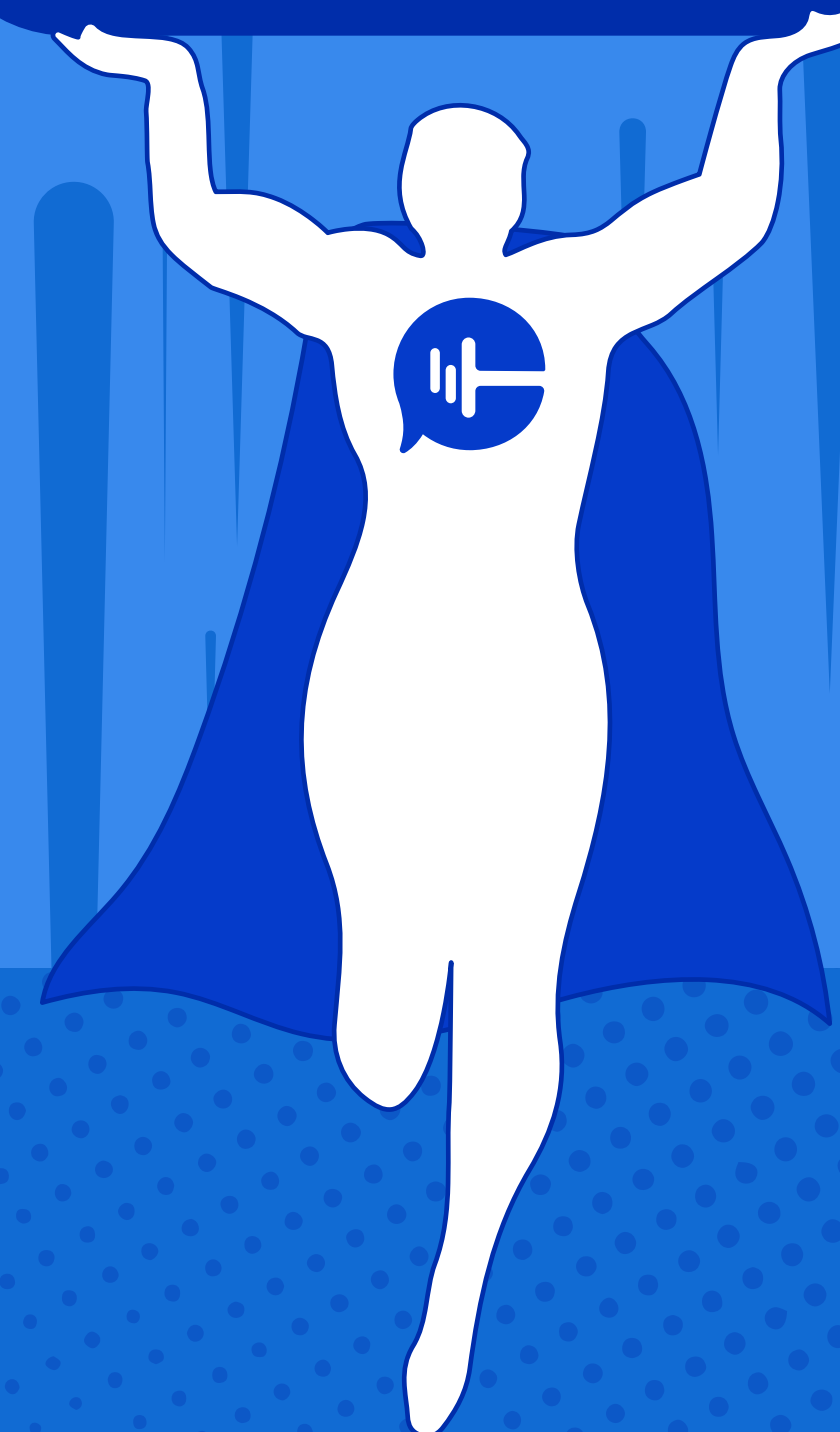
Ready to test your marketing confidence?

TAKE OUR QUICK QUIZ TO SEE HOW WELL YOU'RE LEVERAGING YOUR MARKETING TOOLS AND DISCOVER AREAS WHERE YOU CAN BOOST YOUR STRATEGY.



Take the quiz

Start my free trial



CallRail