

Changes In Consumer Response:

*How to make
your phone
ring in the
New Economy*

mediahawk

Introduction

Apparently the world spins at the equator at 1,000 miles per hour but how fast does life spin? The pace of change only seems to be getting faster and more complicated!

Having been at the forefront of changing consumer behaviour and telephone response analysis over the last 10 years, in this white paper we will show you how consumers have changed and what you will need to do to make your phone ring to generate more enquiries.

Furthermore, we will try and forecast some emerging trends that you should be taking into account when looking at your hard earned budget to keep ensuring the phone rings.

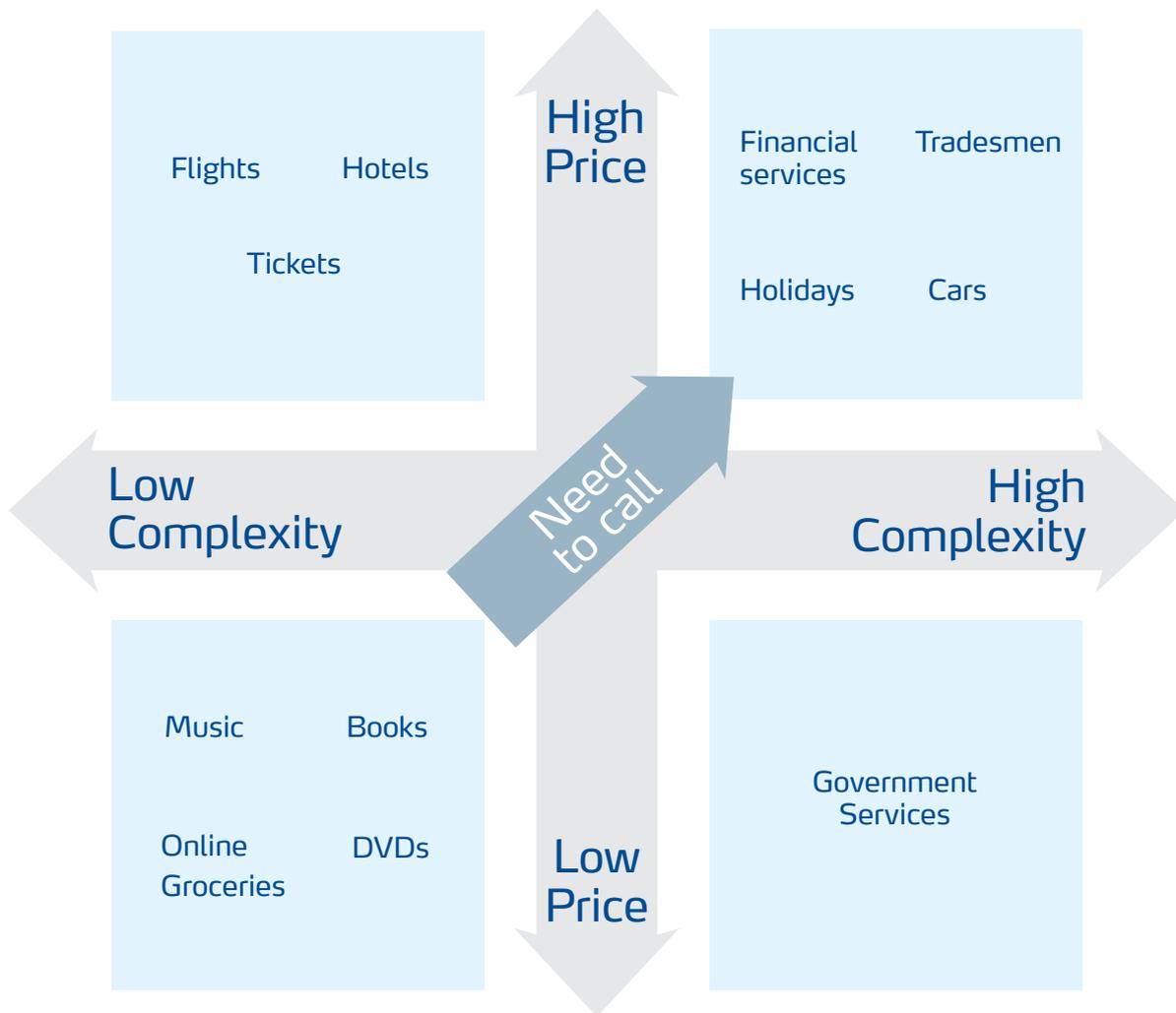
Part 1:

The response landscape today

Looking at the response landscape today, it is possible to categorise the different response mechanisms generating response as follows:

Response mechanism	Comment
Phone	Primary response mechanism depending on product complexity and price
Email	Growth in usage due to cost but response rates are falling due to effect of spam
Post	Significant decline but works if targeted
SMS	Growth within right markets
QR codes	Still in its infancy – but will grow with smart phone adoption
Online response forms	Growing
Online purchasing	Significant growth especially with “commodity products”
Online chat	Massive growth for right markets
Near field technology	Early adopters will grow with smart phones

Depending on the product, its price and complexity will dictate the importance of the phone as a method of response as the following matrix shows:



Low price / low complexity

This is the classic quadrant for high volume, low priced commodity style online businesses such as Amazon. For example, a customer can compare the price of a book and then easily click to purchase.

There is no need to talk to a customer service representative (have you ever tried to find a telephone number on Amazon?) because the product is a commodity and it is all about ease of transaction.

Companies in this quadrant use clever programs to replicate human customer service – i.e. Amazon's function that shows what other buyers bought related to what is currently being purchased.

Other strategies are to have customer reviews and testimonials on the quality of service delivery to create reassurance.

Typical goods in this quadrant would be:

- Books
- Music
- DVDs

The primary response mechanism here is online purchasing. There is little need with a phone number due to the low cost of the purchase.

High price / low complexity

As products get more expensive, there is a greater desire to talk to a human being. However, if a product is not complex (such as a fridge or similar white good) then this need to talk to a human is reduced if a brand is trusted e.g. buying a fridge through Currys or John Lewis.

If an online site is unknown or does not have great brand saliency, then the addition of a telephone number will create reassurance. An example of this is Appliances Online which specialise in white good sales at a keen price. They have a very prominent number on their site and make sure they are easy to get hold of.

Typical companies in this area include:

- Travel – flights, trains etc
- Hotels
- Concert Theatre tickets

The primary mechanism here is online purchasing but customers still want to be able to use the phone – often for customer service or reassurance that the company exists. The greater the value of the product, the more important it is to have a telephone number available for reassurance purposes.

High price / high complexity

As the complexity of a product increases, so does a consumers desire to talk to a human being. A typical example of this is the travel industry. Flights are easy to book online because the key variables, time and price are easily defined, but as soon as someone wants to add hotels, tours etc. they would likely want to talk to someone.

Here the telephone is the primary form of contact even if contact has been made via other methods. The key trend in this area will be the growth in online chat for companies that sit in this box.

For companies that are in the high price/high complexity box it is essential that they really try and understand what drove people to call. As the bulk of enquiries now come via the web through PPC and SEO it becomes all the more important to make sure that this is being run effectively.

Google is an amazing company for delivering leads but they are also in the business of spending customer's money for those leads. Therefore it is important to make sure that key words that generate clicks also generate the right response.

This can be measured using unique telephone numbers for each unique visit. Using keyword tracking will drive out wastage and release budget to focus on other areas to make the phone ring.

Future trends

The two most significant trends that will effect how consumers will respond to advertising will be the growth in smart phone/ tablet technology and broadband speeds. This will bring both challenges and opportunities.

The challenge will be that targeting consumers will be more difficult to reach as their media consumption continues to fracture and they become more mobile with its consumption. Furthermore, with increasing martini access (any time any place) consumers will be much savvier with knowing the true cost of goods and services.

There will be much more grazing of information and the challenge will be getting messages to consumers when they are grazing to get them to react and make the phone ring. However, the opportunity will be that with mobile devices it is possible to be in front of a consumer at all times so when they are grazing for information they can get your message.

The changing consumer will require different approaches and hours for staff to make sure that they are available to respond to customers needs. Is your business ready to respond to this change?

Part 2:

5 ways to make your phone ring in the New Economy

With all this in mind, what can we do to increase the acquisition of leads and the number of inbound phone calls being made? Is your marketing funnel missing some key elements that could make a massive difference in performance?

To wrap this report up, we want to give you 5 things you can do to your website and advertising that can step it up and help to increase conversions.

1: Be incredibly distinctive

It's good having a sign up form on your website, or to display your phone number and hope the calls will come in, but in this New Economy people have become smarter with how they buy from businesses. They won't frivolously purchase the first solution they find for their problem, want or need.

The only way to become the only & obvious choice these days is to be distinctive. Find a need that is not being filled and fill it.

Are your competitors all doing the same thing? In many business categories, especially small ones, everyone seems to try and keep up with each other. The websites are the same, as are the messages they deliver.

Your key distinction could be a guarantee, or a level of service that no one else provides. Whatever it is you need to make sure that you are owning it and telling people about it clearly.

You can also differentiate yourself by displaying phone numbers on your marketing that your target market is familiar with. Local numbers in certain geographical areas would make a good example.

2: What's in it for me?

Many businesses in the High Price/High Complexity category usually have a lead capture form on their websites for gaining the details of visitors who may be interested in their products or services. Question is; are you giving them a compelling reason to hand over their details in the first place?

"People don't care about what you do, they care about what you can do for them". There's so much me-ism in marketing messages these days it's hard for a prospect to figure out why exactly they should take the action a particular advert or marketing piece is asking them to take.

Simply put: stop talking about what your business does or "is". Instead, give your visitors some value in exchange for their details. It could be something as simple as a free gift, like a report related to your industry. They need to feel compelled to act before they'll jump through your hoops.

And if you need proof that this really works, then look no further – you're reading a report that you received in exchange for your email address!

3: Urgency

Sometimes adding a time limit to your offer can be the single most powerful thing you can do to your marketing. If the need or want of the prospect is there, then helping to speed things along by letting them know the clock is ticking can work wonders.

Be specific with your dateline. What is the exact moment that your offer will disappear forever? "The end of January" isn't good enough. "This offer is only available until 30th January 2012 at 17:30 PM GMT" is much more specific and credible.

If you do go down this route then be sure your sales team is equipped and prepared for the results it may bring. These kinds of campaigns often bring a serious increase of inbound telephone calls.

4: Get smart with your PPC campaigns

Services such as Google AdWords are great methods of driving traffic to your websites, as they make it easy for you to get in front of the people who are searching for your product or service online.

You can make your campaigns more powerful by getting really relevant with where you take your visitors to. If you provide a large range of services within a certain business type, gardening for example, then by taking people who search for "how to grow tomatoes" to a landing page that talks about growing tomatoes will be much more effective than taking them to your main home page.

This kind of tactic can decrease bounce rates and increase your site's "stickiness" – especially if there's a specific call to action within that page as well as all of your key distinctive messages (urgency etc.)

Furthermore, you can actually use PPC to test which of your marketing messages are the most effective. Split testing your ads to find out which of your value propositions get the most clicks can really help in figuring out which foot is the best to put forward in all of your marketing.

Couple all this with intelligent call tracking software such as Mediahawk Vision, and it becomes impossible not to discover which of your PPC campaigns really make your phones ring.

5: Always be tracking, always be testing

There's always room for improvement. By testing different advertisements, PPC campaigns, landing pages, calls-to-action and marketing messages against each other, you'll find your marketing slowly becomes more refined and effective.

What's also important is tracking which of your marketing efforts are actually working. Do you know what makes the phones ring, or which of your adverts drive the most prospects to your business?

If you're not tracking your marketing then you'll never know what is truly working or not. Testing and tracking is truly a winning combination.

Software such as Mediahawk Vision can help guide you with this process. It tracks which visitors called you along your marketing funnel - from the keywords they searched in Google to find you to the pages they browsed on your website before they made the call.

Mediahawk Call Tracking

Mediahawk tracks calls from both online and offline sources, meaning you can finally:

- Save money by being more effective with your marketing spend.
- Find out which keywords from your SEO and AdWords campaigns are bringing in the most leads and sales over the phone.
- Improve your operational effectiveness by listening to these calls.

Can you image being able to see which of your media adverts or PPC ads were making the phone ring and which were underperforming? As the 80/20 rule states:

“80% of your profits come from 20% of your efforts.”

You would see which 20% of your advertising efforts are truly making the phone ring, enabling you to increase the amount you spend on these and decrease, or even cut out, the 80% that are underperforming.

Which solution is right for me?

Mediahawk call tracking can be provided through:

- **Mediahawk Vision**

Mediahawk Vision allows you to track and analyse telephone calls made by customers visiting your website.

Discover which calls came in from direct visits, referring websites and keywords typed into search engines.

- **Mediahawk Classic**

Mediahawk Classic call tracking uses unique telephone numbers for traditional advertising.

Classic call tracking is perfect if you rely on print media such as newspapers, magazines and direct mail.

For a demonstration on Mediahawk Vision or Mediahawk Classic, just ring us on 0800 046 4031, or [click here to book online.](#)

What is Mediahawk?

Where we have come from

In 2002, when Mediahawk first started to monitor telephone response, the key ways a marketer generated response was either through generating telephone calls, letters or response forms in magazines. If you were really cutting edge a company would include an email address.

In the short space of ten years, the response and measurement mechanisms have exploded. Today a consumer can respond to marketing via the phone, post, web sites, email, QR codes, SMS, online chat and nearfield technology.

Furthermore, the landscape that generates response has changed with the evolution in technology that consumers can use. The two significant trends have been the growth of the internet driven by the adoption of broadband and the growth of the mobile phone.

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