



## How marketing agencies can prove their campaigns are paying off

A guide for marketing agencies



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How can you prove that your clients' success is driven by your marketing efforts?

## Marketing agencies have a big problem on their hands

With clicks and leads costing even more per acquisition, you can't afford to guess at what works. You need hard facts.

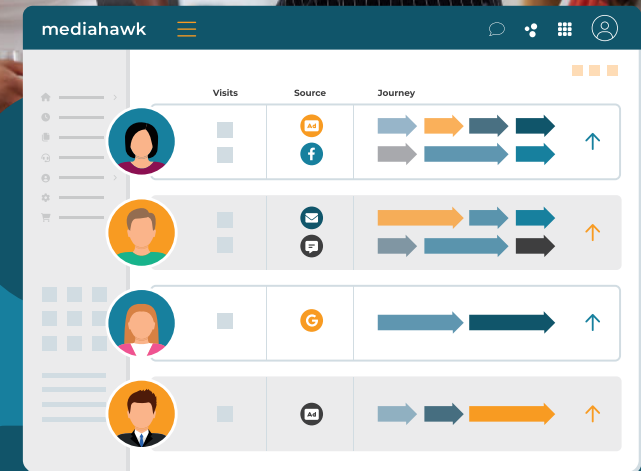
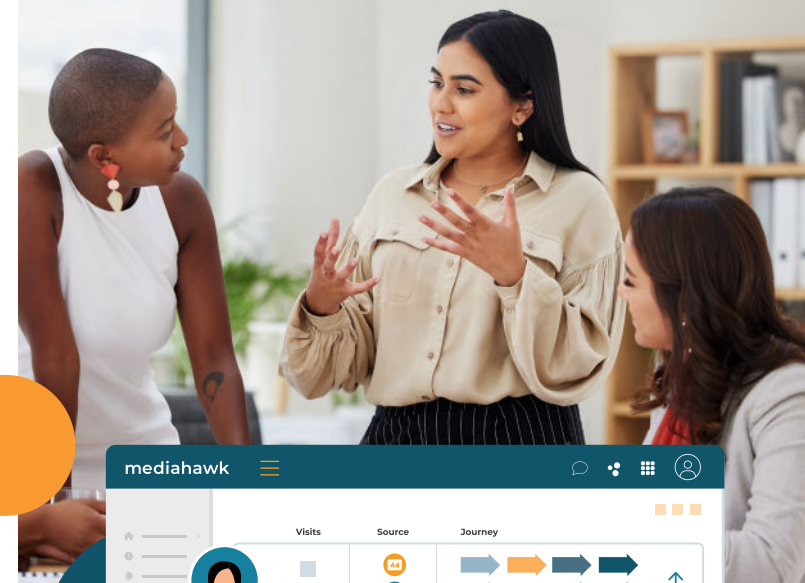
Counting online conversions is only a fragment of the story. The cross-channel customer journey creates multiple touchpoints that you need to identify and optimise to improve return on investment (ROI).

### Mediahawk has the answers

**Call tracking** enables you to see exactly how clicks, calls, and other offline and online interactions connect within the customer journey.

- 1 **Prove the direct link between your marketing efforts, leads and sales**
- 2 **Demonstrate your value to clients**
- 3 **Get actionable insights into purchasing behaviour**
- 4 **Improve campaign performance continually, and improve ROI**

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“ Since using Mediahawk, we have had a 98% retention rate due to the ability to prove that we as an agency generate incoming calls (leads) for our clients. We're able to tell clients that we use a call tracking provider with software that can tell you which keywords are definitely driving calls. ”

**Chris Rivera, Campaign Director,**  
*Bamboo Nine*

**IMPROVE PERFORMANCE AND PROFITABILITY OF PPC, EMAIL & SOCIAL MEDIA MARKETING**

# Call tracking will **improve the performance and profitability** of your PPC, email, social media marketing, and more

Pay-per-click (PPC), email, and social media are three of the most effective ways of reaching new customers and building lasting relationships with them. These channels and mobile are now so deeply interlinked, you can't afford to ignore the importance of call conversions from mobile.



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There's a blind spot though. Phone call conversions are often overlooked by marketers more focused on generating web traffic and online conversions. Your campaigns could be more successful than they're given credit for because they're attracting large call volumes. Call tracking bridges the gap between your online marketing and offline conversions.



It's real-time data, so you can **instantly measure response to all your marketing campaigns**, and get to grips with which campaigns and channels produce results - and which don't.

**WHAT IF YOUR PPC CAMPAIGNS WERE MORE SUCCESSFUL THAN YOU EVER IMAGINED?**

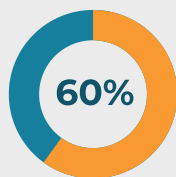
# What if you discovered your PPC campaigns were **more successful than anyone ever imagined?**

## Instantly improve paid search ROI

PPC advertising offers businesses one of the most measurable channels available - and yet there's often a gaping hole when it comes to attribution.



### So what's the problem?



**60%** of smartphone users have contacted a business directly using the search results (e.g. 'click to call').\* This should generate a rich vein of data, but it doesn't.

Astonishingly, calls from ads are the most common conversions that go untracked, greatly undervaluing the impact of PPC.

In practice, many prospects click on PPC ads then call your clients for more information before they complete a purchase.

Ads may also be for service providers such as care homes, solicitors, trades people, dentists, or other professionals, where there's no shopping cart anyway.

Either way, the link is lost between the ad, the call, and the conversion. **However, the problem can be fixed.**

## Discover what's really happening with your PPC ads

[Integrate Mediahawk with your Google Ads and Microsoft Advertising accounts](#) to track the ads that drive conversions, and you'll have the most accurate attribution of your paid search activities. Now you'll be able to see:

- ✓ Which keywords are most profitable – and which are just draining ad budgets
- ✓ The campaigns and ad groups that drive calls and conversions
- ✓ The landing pages, all pages viewed, and any touchpoints during the user journey
- ✓ Phone calls as events alongside online conversions within Google Analytics and Ads

Real-time reporting is vital in helping you refine bids on keywords that are driving sales, reduce your cost-per-conversion rates, and boost ROI. The data also helps you adjust course when certain campaigns aren't performing, so you can confidently invest budget into the activity that is delivering results.

You can also use [speech analytics](#) and call metrics, to evaluate which ads could benefit from A/B testing. Plus, you can tweak your calls-to-action, ad copy, and landing pages to boost response and improve the quality of leads.

### REMOVE A HUGE OBSTACLE IN YOUR EMAIL MARKETING AND RAMP UP RESPONSES

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# Remove a huge obstacle in your email marketing and **discover how to ramp up responses**

## Gain a better understanding of customers

Marketing campaigns need to extend seamlessly across channels and devices. Customers shift constantly between them when it suits – and marketing agencies must keep up.



### So what's the problem?

Email campaigns can fail miserably if they only include a link to buy a product or download a guide.

Customers often want to speak to someone before buying anything. The trouble is, with **41%\*** of email views now coming from mobile, trying to locate a business's phone number and call them can be too fiddly for people to bother. They give up and the sale is lost.

Put simply, email campaigns cannot work in isolation. They need to be integrated within a rich customer experience.

\*Source: HubSpot



## Make it easy for email prospects to contact you

By including phone numbers in your emails, you make it far easier for prospects to get in touch with your clients. This will no doubt give your email conversion rates from mobile an instant boost.

But that's not all. Tracking phone calls originating from your email campaigns means valuable insights become available in real-time. Now you can:

- ✓ Analyse the success of your clients offers
- ✓ Test out different messaging and content to improve engagement and conversions
- ✓ Optimise the placement of your calls-to-action to increase conversions
- ✓ Accurately measure the ROI of your email marketing activity

Suddenly, you get rich data that teases out the nuances around your email results, and you can spot how to make your next campaigns even more effect.

## KEEP THE CONVERSATION ALIVE ON SOCIAL MEDIA

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# Keep the conversation alive on **social media**

## Discover which platform saved the sale

Aside from building brand awareness, social media is perfect for retargeting those potential customers that were lost at the website.

A mere **2%** of shoppers convert on their first visit to an online store, so you need to be active in re-engaging your clients' prospects through social media advertising.



## So what's the problem?

If you're running paid social media advertising and include client contact information or calls-to-action on your ads, it's essential to be able to track ROI.

Without it, you'll fail to understand which platforms are responsible for incoming sales calls, or are driving leads and conversions on the website.

Digital activity drives phone calls, so knowing which online marketing channels generate offline call conversions is crucial.

## Use dynamic numbers on your website to track conversions from social media channels

The benefit of social media for customers is that it provides instant gratification. For your clients, it's a highly visible channel, and is important to keep track of closely.

With dynamic numbers, every visitor sees a unique telephone number. This allows calls to be linked directly to each social platform

- ✓ You'll be able to precisely track paid and organic social media response, see how these channels impact the customer journey, and which generates the best returns.
- ✓ It also provides you with a wealth of demographic data, enables you to track quality, and identify the best prospects for future campaigns.

You can go a step further too. If your clients receive phone calls that don't result in a conversion, you can use the data gathered during the call to create segments for retargeting these prospects on other platforms. This empowers you to re-engage the target audience in a smarter way, basing your messaging on their engagement history.

You can also avoid retargeting someone customers who has converted alreadyhave already converted.

## BOOST YOUR ROI WITH CALL TRACKING

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## Boost your ROI with **call tracking**

**Discover the real value of your marketing, ramp up your return on investment, and prove your worth to clients.**

“My agency has been using Mediahawk for several years - we **couldn't work without it**. Some of our clients receive thousands of calls a day. Mediahawk helps us see which marketing methods are generating those calls. Then we prioritise our spending accordingly. For one client, when we started using Mediahawk **we were able to generate five times as many calls** - without increasing ad spend. You can imagine how happy the client was!”

*Justin Deaville, Managing Director,  
Receptional*

**ARE YOU READY TO GROW YOUR AGENCY AND  
DRIVE UP ROI WITH CUSTOMER INSIGHTS?**

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## Are you ready to grow your agency and drive up ROI with valuable customer insights?

Our Agency Partner Programme is designed to help agencies prove their worth to clients and build longer-lasting, stronger, more profitable relationships.

### With Mediahawk as part of your marketing analytics technology stack, you can:

- ✓ **Be confident in the recommendations you make to your clients** and accurately demonstrate the true ROI of every campaign you deliver
- ✓ **Get valuable insights into customer behaviours and trends**, and understand every step of the customer journey better than ever before
- ✓ **Sharpen your marketing strategy**, make sure your campaigns are hitting the target audience, and generating results

Integrating with popular platforms like Salesforce, HubSpot, Google Analytics and Ads, you'll achieve full-loop attribution of the profitability of your online and offline marketing activity.

**Many of the ideas explored in this guide are quick and easy to set up. Let's talk and explore how Mediahawk could work for you.**

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### With our help you can:

- ✓ **Put in-depth lead insights at your fingertips**, with easy-to-digest, customisable dashboards and reports
- ✓ **Attribute leads and sales** across any online or offline channel and know which activities and sources deliver the best results
- ✓ **Know the pain points** and challenges of the audiences you target, based on real-world insights from phone calls
- ✓ **Fine-tune marketing** campaign messaging to better appeal to target audience needs

Request your demo today

Call on:

**020 3131 4616**

or visit:

**mediahawk.co.uk**