



The care home marketer's cheat sheet

Make sure you never miss a step when you get started with call tracking and marketing attribution. Follow our checklist to ensure you're making the most of your Mediahawk account and stay on track with your strategy.

1. Call tracking

- Add a dynamic number to your website
- Use unique static numbers on each of your directory websites
 - [Trustedcare.co.uk](https://www.trustedcare.co.uk)
 - [Carechoices.co.uk](https://www.carechoices.co.uk)
 - [Carehomes.co.uk](https://www.carehomes.co.uk)
- Apply a local static number to the Google My Business profile of each care home
- Use static numbers for each paid advertising platform:
 - Google Ads
 - Microsoft ads
 - Facebook ads
- Use a unique static contact number for each of your social media profiles
- Create unique static numbers for your:
 - Brochures
 - Magazines and press ads
 - Flyers
 - Banners
 - Billboards and hoardings
- Set up [call handling features](#):
 - Record introduction
 - Call recording
 - Interactive voice response (IVR)
 - Out of hours routing
 - Mailboxes for voice messages
 - Call whisper
 - Call alert emails

2. Marketing attribution

- Add the [tags you want to track](#) to your Mediahawk account
- Set up custom dimensions for data, such as the date a conversion occurred, or the type of service you want to track
- Include UTM tags on links back to your website:
 - `utm_source`
 - `utm_medium`
 - `utm_campaign`
- Set up [call-to-action tracking](#) to track:
 - Phone calls
 - Website enquiries
 - Live chat sessions
 - Brochure downloads

3. Audience insight

- Set up Mediahawk logins for your marketing team and care managers
- Create custom Mediahawk dashboards for:
 - PPC performance
 - Operations
 - Visitor behaviour
 - Inbound calls and sales by source
- Schedule [reporting dashboards](#) to be emailed to business stakeholders as required
- Create call scoring categories and scores
- Set up [speech analytics](#) tags

4. Integrations

- Integrate Mediahawk with your [existing marketing technology](#):
 - Google Analytics
 - Google Ads
 - Microsoft ads
 - Facebook
 - Data Studio
- Use Mediahawk's API to pull data straight into your CRM system
- Upload CRM data into Mediahawk to [view sales in your dashboards](#)
- Set up webhooks to push data into your systems the moment it happens

5. Training and compliance

- Ensure [GDPR policies and practices](#) are in place
- Update website terms and privacy policy to include Mediahawk call tracking
- Plan regular Mediahawk refresher training for account users
- Schedule [quarterly account reviews](#) with your Client Excellence account manager