



# Stop marketing in the dark

Reveal hidden insights  
in your phone calls



mediahawk

# Does this conversation **sound familiar?**

**Head of marketing**



Hi there. I just wanted to see if leads have increased since we started running our new paid ad campaign last month.

**Marketer**

Yes. We've seen a steady increase in form fills and phone calls and they're more qualified too – especially the calls.



Great! Sounds like the paid ad campaign is working well then?



Well, I don't know for sure. The form fills definitely come from the ads, but the calls could be from our website, SEO, a referral, or something else we've been doing.



OK. When people call, are we asking where they found us?



Sometimes, if we remember to ask. People often say they found us online somewhere. But we don't like to push further in case it annoys them. We're not convinced what people tell us is accurate, anyway.



**The painful truth is that even if you delivered an impressive campaign, your bosses may never give your activity the credit it deserves.**

So what's going wrong?

**The little scene we've just played out happens all too often to marketing teams.**

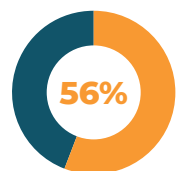
As a marketer, you've got all the analytics data you could wish for from online sources. But you only have half the picture if you aren't tracking calls.

Maybe your analytics data shows only a handful of leads when you know you delivered a watertight ad campaign. It can be soul destroying. And you know there will be some difficult conversations with your bosses if the cost per lead goes through the roof.

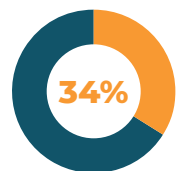
**DON'T UNDERESTIMATE THE POWER OF THE PHONE...**

# Don't underestimate the power of the phone

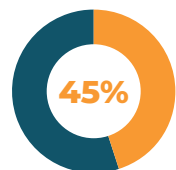
A recent survey<sup>1</sup> by Moneypenny found that:



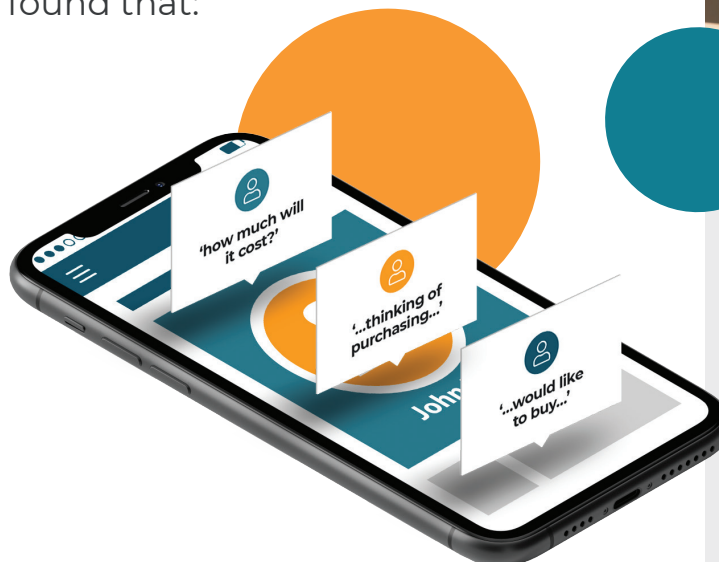
**56%** of businesses said that phone calls are still the most popular way for customers to make contact.



Businesses now receive **34%** more calls on average than they did five years ago.



**45%** of calls lead to a sale – bringing in £304bn of new revenue for UK businesses<sup>2</sup>.



**It means your ads might be working better than you think.**

And if you're able to accurately track where these leads come from, you'll be able to make smarter strategic decisions that drive even better campaign performance.



## Could phone calls be your best source of leads?

As this research shows, many businesses will receive new lead enquiries via the phone. For service-based businesses in particular, the phone can be a veritable gold mine of leads.

Ask yourself the following questions. If you answer yes to any of them, it's likely your phone calls could be your best source of leads.

1. **Are your products complex?**
2. **Do your customers go through a lengthy buying journey?**
3. **Do you offer bespoke or personalised services?**
4. **Do you handle sensitive and confidential matters?**
5. **Do you sell expensive products or services, such as cars or holidays?**

**DON'T UNDERESTIMATE THE POWER OF THE PHONE: CONTINUED...**

<sup>1</sup> Source: Moneypenny – 'The inbound phone call: a business' most valuable channel'.

<sup>2</sup> Source: UK Government – 'Business population estimates for the UK and regions'

# Don't underestimate the power of the phone

Customers will often prefer a phone conversation rather than filling out an online form.

During their buying journey, they want to feel listened to and receive immediate feedback about their concerns.




They want to make sure their needs will be met and speaking directly to a person often helps to reassure them of this.

And when you rely on phone calls to get your leads, it's likely your ads are working more effectively than you realise.

This is where tracking and analysing the performance of your phone calls becomes crucial to understanding the true impact of your marketing activity.

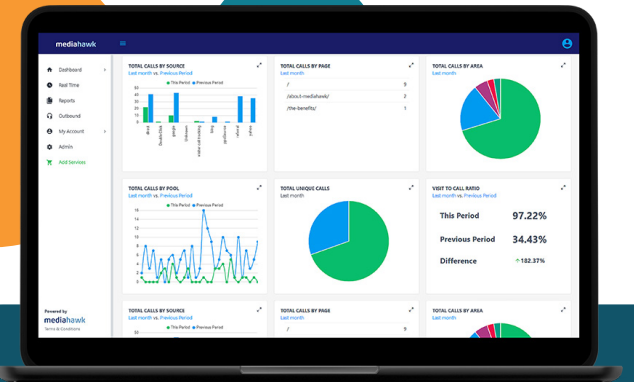
But hang on... Google can track phone calls, can't it?

To some extent, yes. Google's call conversion tracking is helpful for reporting clicks, but it doesn't show:

-  **Other sources**, such as Bing, referral traffic, or anywhere outside of Google
-  **The in-depth call and conversation details** needed to optimise and improve the amount and type of calls you're receiving
-  **Which campaigns are driving the qualified phone leads**

As each click on the Google 'call' button is charged at the Ads keyword bid rate, Google is also very expensive. Costs often spiral out of control as calls increase. Bidding competition pushes the costs up too, and because data isn't displayed straight away in Google Ads, marketers have no idea what their costs are or will be.

**This is where call tracking technology pays dividends.**



## Call tracking: Proving the real value of your work

Call tracking **helps marketers create better campaigns** because it shows you which activities deliver results.

This means you can demonstrate that the calls you receive are coming through your campaigns – without your team having to ask callers how they found you.

You can produce the granular reports that stop your hard-won efforts being attributed to other activities.

It shows the cold, hard numbers on how many calls, form fills and chats you receive from your marketing efforts and how well they convert to sales.

**CALL TRACKING: HOW IT WORKS - IN ACTION...**

# How call tracking works – in action

Campaign scenario: EcoAuto Dealership



The company has four dealerships and your business goal this year is to gain traction in the regions they serve.

Let's say you're part of the marketing team at an electric car sales brand called EcoAuto†.

A large majority of inbound enquiries, appointments and new customers contact you over the phone.

You're using five different marketing channels to help increase your business:

- 1 Organic search engine optimisation
- 2 Paid search advertising (PPC)
- 3 Advertising in local newspapers
- 4 Paid social media advertising
- 5 Exhibiting at business fairs (with an event stand and leaflet handouts)

Activity	Tracking no.	No. of calls	Cost	CPA
<b>1 Organic search</b> (Website)	(Dynamic number)	51	Sunk cost	N/A
<b>2a PPC</b> (Click through to site)	(Dynamic number)	28	£1500	£53.57
<b>2b PPC</b> (Call from display ad)	0333 123 4566	10	£1500	£150.00
<b>3 Newspaper ads</b>	0333 891 0111	23	£2000	£86.96
<b>4 Paid social ads</b>	0333 121 3141	35	£800	£22.86
<b>5 Exhibition stand &amp; leaflets</b>	0333 151 6171	17	£1500	£88.24 (excl. onsite event leads)

† Fictional company name for illustrative purposes.



**Providing a contact phone number in your campaign content is important for both tracking purposes and for customer convenience.** It gives each prospect an alternative (and often preferred) method of contacting your business.

**What's more, with 100% visibility of every lead that comes in, you can prove the true value of your marketing activities.** And you can see which activities are worth repeating, so you can improve your results next time around.

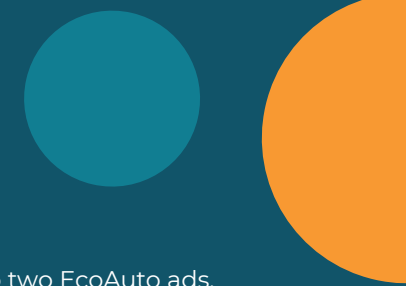
**USING CALL TRACKING FOR A/B TESTING OF ONLINE ADS...**

# Using call tracking for A/B testing of online ads

Call tracking provides insight into which of your marketing approaches is most effective.



You can assign a different phone number to each ad – like we've done here for EcoAuto.



<b>Ad</b> • <a href="http://www.xxx.xxx.xxx/milton-keynes">www.xxx.xxx.xxx/milton-keynes</a> ▼ 0333 123 4566	<b>Result</b>
<b>Eco Auto Milton Keynes   The Best Service for Electric Cars</b>	49 clicks
We offer the best electric car servicing in Buckinghamshire from our dealerships in Milton Keynes, Aylesbury, Marlow and Buckingham. Open 6 days a week with Highly Trained Staff, Leading technical Experience and Courtesy Car Available.	12 calls

When this is applied to two EcoAuto ads, Google Analytics showed that the ad called 'The Best Service for Electric Cars' received more clicks. But the 'Emergency Breakdown Repair' ad generated more phone calls.

<b>Ad</b> • <a href="http://www.xxx.xxx.xxx/milton-keynes">www.xxx.xxx.xxx/milton-keynes</a> ▼ 0333 123 4577	<b>Result</b>
<b>Eco Auto Milton Keynes   Emergency Breakdown Repair for Electric Cars</b>	30 clicks
We offer emergency breakdown repairs for electric cars in Buckinghamshire from our dealerships in Milton Keynes, Aylesbury, Marlow and Buckingham. Call our technical hotline for advice. Our expert mechanics diagnose and fix issues fast.	26 calls

As you can see, call data can be extremely valuable – especially when it comes to spotting niche opportunities and refining your messaging.

**USING CALL TRACKING WITH SOCIAL MEDIA ADVERTISING...**

# Using call tracking with social media advertising

Direct response advertising on social media – such as Facebook and LinkedIn – is highly targeted based on audience profiles and preferences.

Adverts often provide a link to the company website. But adding a 'call now' button offers customers a way to make immediate enquiries and bookings. Like the search ads we mentioned before, you can test the effectiveness of different messages.

In the example below, advert one has driven more calls and bookings owing to the generic nature of the message. However, advert two is more of a slow-burn and more effective at longer term conversions – for example, when someone has an issue with their car.

FACEBOOK AD 1

**ECO AUTO**  
Services for electric cars

www.xxx.xx.xx

Leading technical Experience & Courtesy Cars Available

Call now

📍 25 calls 📞 16 new appointments

FACEBOOK AD 2

**ECO AUTO**  
Electric car breakdown repairs

Expert mechanics diagnose & fix issues fast.

Call our technical hotline

Call now

📍 10 calls 📞 8 new appointments



## Call tracking for offline advertising

A/B testing isn't exclusive to digital. It can also be used on leaflets, newspaper ads, brochures, billboards, television ads and more.

A unique number on each version of your ad or leaflet will enable you to track the response for each in the same way you measure your online ad effectiveness.

USING CALL TRACKING FOR SEO...

## Using call tracking for SEO

A/B test results are often used to optimise websites. Once you know which keywords are used by prospects through advertising, you can use this insight to optimise your website for organic traffic.

Using call tracking to measure inbound calls as well as online contact methods gives you the full picture of website lead performance.

It also means you can make your messaging and content strategy more effective, by answering the questions customers may have. And when you have content that successfully meets the needs of your target audience, your search rankings will improve over time.



## Justifying your marketing spend

**Call tracking is the only software out there that can provide a full-lead generating picture.** It allows you to demonstrate – across all online and offline channels – why and how your marketing activities are delivering the most value for your business.

It means you can prove that your campaigns have a positive impact on revenue and business growth. And with that evidence in hand, you'll be well-placed to secure buy-in from your bosses for bigger budgets and even greater performance.

**JOURNEY TRACKING – TO UNDERSTAND HOW CUSTOMERS GOT HERE...**



# Journey tracking – to understand how customers got here

One of the most valuable features of call tracking is the ability to track a visitor through your website.

You can see details about the source that triggered their visit, the pages they look at, and what they do before, during, and after their call. You can also see if they come back to your site again, and the actions they take each time.

This helps marketers to:

- ✓ **Analyse the full customer journey across marketing touchpoints**
- ✓ **Address any issues or areas where visitors drop off from your website**
- ✓ **See what customers do after the phone call**

Other tracking features include capturing all other calls-to-action in the visitor journey, such as brochure downloads, form fills, live chat and specific campaign events.

You can do this by simply adding a dynamic phone number to your website.



## Speech analytics – spotting keywords

With leading call tracking technology, you can understand more – by listening to the calls and analysing each customer journey.

Website clicks and form fills are good, but what if a customer has a detailed question to ask before buying something? Conversations offer far more context and depth about your customers and inform how you can improve your sales, marketing and service operations.

Getting someone to listen to every call recording would be time consuming and expensive. **Using speech analytics technology to spot keywords allows you to easily search recordings from any campaign or marketing source, looking for custom keywords and phrases that are important to you.**

### Spot trends in customer behaviour

Your call recordings can help you identify patterns and trends in customer buying behaviour. For example, a care home might find that 40% of callers ask for information about payment plans. With that knowledge, care home marketers can push budget to the campaigns that focus on that keyword to drive up enquiries.

**It means you know exactly what's working and what isn't. And at long last you can stop wasting money on campaigns that don't deliver results.**

By listening to your calls and using speech analytics, you're able to really understand your audience in detail. You'll uncover relevant and meaningful keywords and phrases that can be used to improve your search campaigns. And by doing this, you'll better attract customers, and boost return on investment.

SO HOW DOES CALL TRACKING WORK?...

## So how does **call tracking work?**

We've already established that call tracking can help to increase conversions for businesses that take a lot of phone enquiries.

There are two main types of phone numbers that can be used effectively in any campaign.



### Static numbers

These are **unique phone numbers** assigned to offline (print materials, direct mail, events etc) and online (social media, Google Business Profile, referral websites, etc) marketing activities. Static numbers are really useful if you're planning a series of magazine ad campaigns, for example. When calls come in, you can identify exactly which ad and publication they are calling from, removing all the guesswork.



### Dynamic numbers

These contain a **pool of different phone numbers**. The number changes for each visitor to your website, meaning you can track the source by which individual visitors arrived, their journey through to the point of calling, and their movements after they hang up.



### Using your numbers to track insights

You can track any source, including offline channels such as print ads, direct mail and events, and online channels such as PPC ads, referrals and email marketing.

Your data is accessed through the call tracking software where you can view and share a range of dashboards and reports about your inbound calls. This data can also be pushed into Google Analytics and your customer relationship management (CRM) system, allowing you to see the source and detail of your inbound calls. Call tracking software gives you a great way to see all key interactions in one place.

## What does this mean **for your business?**

In a nutshell, all of this helps your business to:

- ✓ Find the most profitable marketing mix
- ✓ Get 100% marketing attribution across all your online and offline channels
- ✓ See the true return on investment (ROI) of your marketing efforts
- ✓ Cut wasted spend and get more from your campaign budgets
- ✓ Optimise products or services based on the web pages that drive calls
- ✓ Refine and perfect content strategies to drive interest

Call data can be integrated easily to create better workflows and insights with your existing marketing tools. For example, you can bring call data directly into your CRM, your Google or Bing analytics, bid management software and paid advertising dashboards. What's more, with the Mediahawk API, you can customise integrations to suit your needs, by pushing more than 80 data points to any system.

**Call tracking software gives you a great way to see all key interactions in one place.**

**ARE YOU READY TO TRACK CALLS LIKE CLICKS?**

# Are you ready to **stop marketing in the dark?**



**Mediahawk helps marketers across all industries achieve 100% marketing attribution**

Finally, you can get the insights you need to justify your marketing spend and make campaign decisions with greater certainty of success.

## **Still not sure?**

**Mediahawk is proven to help businesses grow revenue, reduce wasted spend and improve the customer experience.**

**Book a no-obligation, 15-minute demo of Mediahawk** and our call tracking experts will show you how the software can benefit your business.

**mediahawk**

## **With Mediahawk, you can:**

- ✓ **Boost lead generation** by knowing which online and offline campaigns drive calls.
- ✓ **Improve website conversion rates** by identifying the pages your customers are visiting and calling from.
- ✓ **Convert more paid ads** by spotting keyword trends through conversations.
- ✓ **Spot hidden opportunities to grow revenue** and cut wasted spend.

Request your demo today

Call:

**0333 1300 250**

Learn more about call tracking  
**[mediahawk.co.uk](http://mediahawk.co.uk)**