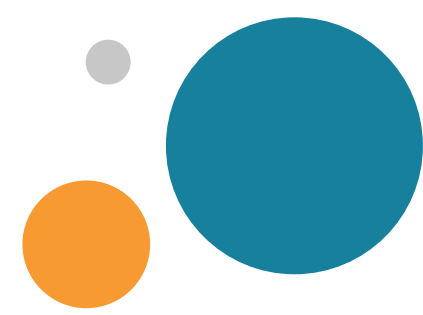


mediahawk

A guide for marketing agencies



How marketing agencies can prove their campaigns are paying off



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



Marketing agencies have a problem on their hands:

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

Counting clicks is great - but it's only a fragment of the story. The cross-channel customer journey creates multiple touch-points that you need to identify.

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.

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

“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

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

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 mobile conversions.

There's a blind spot though. The phone channel is often overlooked by marketers more focused on generating web traffic and clicks. Your campaigns could be more successful than they're given credit for because they are 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 and get to grips with which campaigns and channels produce results, and which don't.

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



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

So what's the problem?

It's estimated that 52%* of people who click on PPC ads call the advertiser, and rising to up to around 70%** for mobile users. This should generate a rich vein of data, but it doesn't. Astonishingly, calls from ads are the most common responses that go untracked, greatly undervaluing the impact of PPC.

Sources: *Thinkdigitalfirst **Powertraffick

In practice, many prospects click on PPC ads then call a business for more information before they complete a purchase. Alternatively, ads may be for service providers such as lawyers, builders, dentists or other professionals, where there's no shopping cart anyway.

Either way, the link is lost between the ad, the call, and the sale. 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 which ads drive conversions, and achieve the most accurate attribution of your paid search activities. Now you'll be able to see:

- **Which keywords are most profitable**
- **The ads that drive calls and conversions**
- **The landing pages and any subsequent pages viewed before a call**
- **Phone calls as goals within Google Analytics**

Real-time reporting is indispensable in helping you to re-align budgets and refine bids on keywords that are driving sales, reduce cost-per-conversion rates and boost ROI.

You can also use call duration metrics, as well as lead source, 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 the quality of leads.



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



Want to super-charge your email marketing?

In today's omni-channel world, marketing campaigns need to extend seamlessly across channels and devices. Customers shift constantly between them when it suits - and companies 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, between 26-78%* of emails now opened on mobiles, trying to locate a company'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 any longer. They need to be integrated within a rich customer experience.

*Source: Emailmonday

Make it easy for email prospects to call you

By including click-to-call buttons in your emails, you can make it far easier for prospects to call you. So it's no wonder if you start to see a big increase in conversion rates from mobile users.

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

Now you can:

- **Measure ROI for your email marketing**
- **Check the effectiveness of various offers and call-to-actions**
- **Test out new email designs and formats**
- **See if the position of 'call now' buttons makes a difference**

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 effective.



Keep the conversation alive on social media and discover which platform saved the sale



Aside from building brand awareness, social media is perfect for retargeting those potential customers you lost at your website.

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

So what's the problem?

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

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

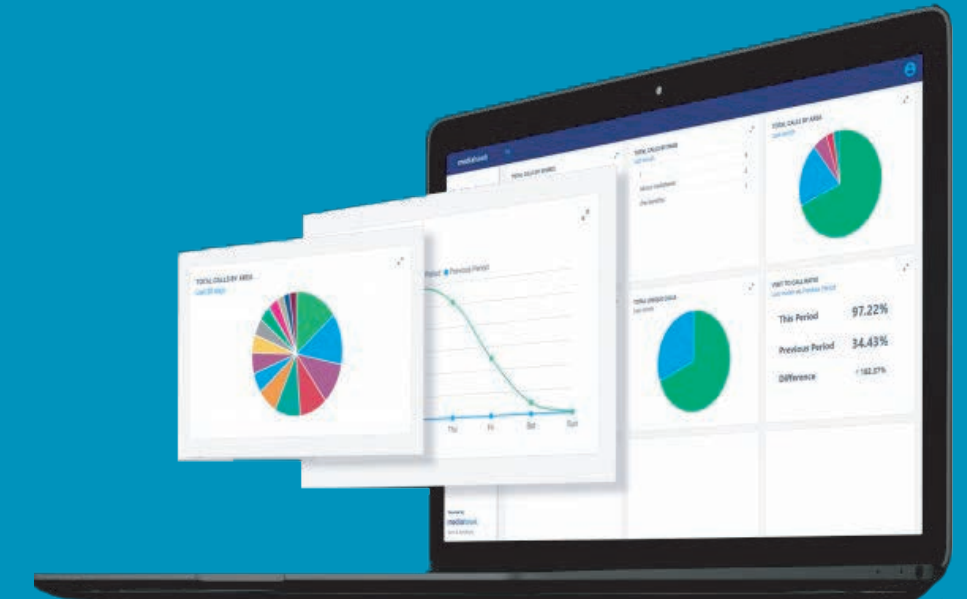
Digital activity drives phone calls, so knowing how to measure which online marketing channels generate offline call conversions is crucial.

Add a number to your social ads and track new enquiries

It's possible to sync your call data with social media retargeting campaigns. This empowers you to re-engage your audience in a smarter way, basing your messaging on their engagement history:

- **Each unique visitor referred from social media sees a unique telephone number, which allows calls from your social media channels to be linked directly to conversions**
- **You'll see how much social media contributes to your bottom line - and which social platforms are the most profitable**
- **By tagging your social links, you can segment your data even further, giving you even more granular response**

You can go a step further too - even if someone calls up but doesn't make a purchase, you can then target them a second time on social media. You can also avoid retargeting someone who has converted already.



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.



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

- **Demonstrate the true ROI of every campaign you deliver**
- **Get valuable insights into customer behaviours and trends**
- **Sharpen your marketing strategy and boost response rates**

Through our Agency Partner Programme, we can help you deliver a consistent pipeline of high quality leads and sales for your 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, MD
Receptional

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



Discover more
Make Mediahawk your next call
020 3131 4616

mediahawk

Find out if your campaigns are hitting the target audience

Get the full picture with call tracking and finally see what activities are really driving leads for your clients.

Request your demo today

Call on 020 3131 4616
or visit
mediahawk.co.uk

A guide for marketing agencies

Mediahawk is the UK's longest established call tracking business.

We are at the forefront of call tracking and marketing attribution within sectors such as healthcare, automotive, care homes, financial services, legal, professional services, retail, travel and more.

Our Agency Partner Programme is designed for marketing and digital agencies who want to expand their service offering and increase revenue.