

## Best Practices List

# 12 Ways to Get More Inbound Calls

**1** Put a phone number prominently on your website, lead forms, emails and landing pages.

Giving prospects the option to connect how and when they want builds trust, encourages engagement and reduces abandonment. If they make the effort to call, you can bet these are prospects you want to talk with.

**2** Use phone numbers strategically in advertisements.

While it doesn't make sense to put phone numbers in every ad, it can be extremely effective in the right type of ad to drive calls and improve online engagement. For example, just adding a phone number to paid search ads has been proven to increase click-through rates by an average of 8%, according to Google. Using click-to-call buttons in social media ads can also boost lead generation. Some companies are even using them to facilitate creative types of engagement where prospects and customers can call to leave messages, give feedback, enter contests and more.

**3** A/B test with phone numbers and call-based CTAs.

Use a testing tool or manually test the placement, size, color and overall treatment of your phone numbers on your landing pages and website. Just like any call to action, changing the color and font can make a big difference in driving engagement. Also test the look and style of your click-to-call buttons for your mobile pages. Make your call-based CTAs as clear as possible so your prospects understand why they should call and who they will be speaking to.

## 4 Include a phone number on your content assets.

Although top of funnel content (such as blog posts and infographics) may not prompt immediate action, don't forget to include a phone number on your mid-funnel content (like e-books, white papers and case studies) as part of the CTA. In these cases, adding a phone number will get prospects on the line at the moment of highest interest, when you and your product are top of mind.

## 7 Empower your agencies and marketing distribution partners with call tracking.

Whether you give your agency and distribution partners unique numbers or provide them logins to your call-tracking platform, make sure they have the tools to drive and track calls for you. This will not only ensure proper attribution, but also will increase your inbound call volume.

## 5 Use click-to-call buttons for your mobile audiences.

Online engagement through lead forms and live chat work well for prospects on desktop computers, but not for mobile users with small touchscreens. Click-to-call gives them the option to talk to a live person and quickly get their questions answered. Nothing beats the power of a voice conversation, so it's a win-win for everyone.

## 8 Integrate call tracking with your marketing automation to capture the entire multi-channel path to purchase.

If you're using a marketing automation solution that uses cookies to track prospects' online engagement over time (such as content downloads, clicked email links, pages visited, etc.), you can integrate this data with your call tracking. This way, if a prospect picks up the phone, you can tie that call to all previous online activity. It's truly a multi-channel view of your prospects.

## 6 Always use call tracking phone numbers.

With call tracking, you maintain total visibility into offline conversations and the online marketing initiatives that drive them. For example, you can capture the keyword, ad, and landing page that a prospect visited before making a phone call.

## 9 Integrate call tracking with your CRM to tie calls to revenue.

It's extremely challenging for marketers to track true ROI of their efforts because marketers lose visibility when prospects move offline. If a prospect picks up the phone at any point in the buying cycle, the lead source in your CRM may be blank or mislabeled, so you can't connect the dots between a marketing campaign and a sale. When call data is synced with your CRM, all of your leads will have the correct marketing source so that you can accurately measure your digital marketing campaigns' performance. Now you can tie actual revenue to marketing campaigns, programs and media spend.

## 10 Capture valuable insights and signals in each phone conversation.

With conversation intelligence, you can capture what's happening on your inbound phone calls in an automated and scalable way. Tracking what is said on a phone gives you the power to:

- Understand lead quality

- Monitor the competitive landscape

- Track all types of conversions (Was a demo requested or follow-up phone call scheduled?)

- Test new sales messaging

- Conduct quality monitoring

- Optimize based on callers' questions, objections and actions

## 11 Tailor prospect communication based on conversation intelligence.

With call intelligence tied to your CRM and marketing automation solutions, you can customize communication and messaging so it's highly relevant and meaningful. If a prospect has already spoken with a sales representative, use conversation intelligence to follow up accordingly. Send them content that speaks directly to their use case and pain points. If they mentioned a competitor on the call, send them a buyer's guide that demonstrates exactly why your solution is better. If the prospect is early in the buying cycle, send emails and content that will help move them down the funnel.

## 12 Use call intelligence to do more.

With call intelligence, you can see the big picture of your marketing performance and your customers' path to purchase. With those insights, you can optimize marketing spend and campaigns to drive more of the prospects that ultimately turn into sales.

