3 Actionable Strategies
to Improve Your Marketing Approach

CallRail
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Marketers and the Fallacy of Gut Based Decision Making

As marketers, many of us have made decisions based off our “gut feeling” or even worse, been forced to execute a marketing program based off of someone else’s gut feeling. Often, we think we just know what’s going to work. However, time and time again, programs based on this type of thinking don’t produce the expected results.

In this guide, we decided to alleviate the pain of this experience by delving into the areas that data-driven marketers can adjust to make more educated and strategy-based marketing decisions.
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Strategies to Improve Your Marketing Approach
1. Create
2. Track
3. Harness
When it comes to content, more isn’t always better. Initially, it may feel like the more content that you create, the more chances you’ll have for potential customers to interact with that content, but that’s a fallacy. The truth is, just because you have content circulating the web doesn’t mean that your target audience will even view it, let alone take the action you want them to once they do.
According to a recent study by HubSpot, **most marketers are not effective at content marketing.**

- **93%** of B2B marketers use content marketing
- **42%** say they’re effective at it.
Marketers are putting out content, but they don’t have a way of measuring or optimizing their content strategy properly. The majority of marketers aren’t running content programs in a measurable way. They don’t have the ability to see what’s working and what isn’t. And without that ability, there is no way to see what’s effective.

Why? Prospects are constantly inundated with new information in the form of blog post, eBooks, and white papers. If your content isn’t goal oriented or strategy based, the likelihood of it reaching your audience is slim to none.
Focus on Your Goals:

The move toward effective content marketing starts with goal setting. So what’s your goal? These can be different based on your business initiatives and current campaign goals. In this guide we’ll focus on two common goals: driving leads to your website, and generating and nurturing prospects.
Driving Leads to Your Site

Keyword Research

Keyword research is extremely important if your prospects sign up for your product or services via your website.

There are multiple tools that you can use to conduct keyword research for your site. You can not only see where you are ranking for specific keywords, but also how your competitors are ranking for those keywords as well. Once you see which keywords you can potentially rank for, you can start a content strategy centered around those search terms.
After Keyword Research, Focus on Quality

The next step after conducting keyword research is focusing on the quality of your content. For example, here at CallRail we noticed that we were not ranking for the keywords, “multi-location call tracking.” We wanted to make sure potential customers who ran a search for multi-location call tracking were aware of our tools and features available to them.

Instead of just writing keyword heavy content, we took a step back and spoke directly to our multi-location customers and asked them what value they received from using our call analytics tools.

It gave us the ability to craft our content based on the exact features our customers were benefiting from. It also gave us insight into how they were using those features and showed us that they were driving real results for their business.

We used that feedback to create a downloadable guide for multi-location businesses, as well as a webinar targeted at multi-location or multi-franchise potential clients. Not only were we able to provide real value to potential clients, we ended up ranking in the top search results for those keywords.
This theory works in the opposite of the aforementioned example as well. For instance, one of the highest traffic driving blog post we have on our site is called “Tips on Recovering from a Bad Voicemail,” it gives the reader a guide to recovering from an accidentally left voicemail.

Looking into our analytics, we could see that the post was driving a ton of traffic, but zero conversions. The bounce rate was particularly high for this post. It had the right keywords, but it wasn’t offering the type of value that potential customers needed to convert. That’s why it’s so important to not just have the right keywords, but to also focus on the quality of the content.
Generate and Nurturing Prospects

Gating Premium Content

If you’re willing to take on the challenge of creating valuable content, you can use that content to capture leads. By using a simple survey creation tool, or a form builder, you can gate valuable content behind a form.

The value of the content is important, since you want to make sure that the person downloading the eBook, webinar, or white paper finds it worth exchanging their information for. Once leads fill out your form to access your content, you can use those lead in nurture campaigns.
Once you’ve captured leads, you can enter those leads into a nurture campaign. This gives you the ability to send your leads more relevant content while viewing what actions they take in the email, and provide specific call to actions that get them closer to converting to customers.

If you captured information like phone numbers and email addresses, you can provide that information to your sales team so they can reach out to leads quickly. This shortens the lead response time, making it more likely that leads will convert.
Arguably the most important aspect of creating content with a purpose is your knowledge on whether or not that content is actually converting. Here are some great tools you can use to make sure you’re on top of your conversion rate:

- Google Analytics
- Marketing Automation Software
- Custom Dashboards
- UTM parameters
- Creating and tracking your own KPIs

These tools make it easy to track your conversion data in one place, giving you a snapshot of how your content is working.
When broaching the topic of lead attribution, you need to identify what you are currently tracking and ask yourself if it’s being tracked in a dependable, measurable, and efficient way.
Some of the baseline analytics questions you’ll want answers to are:

• How many leads are we getting a month?
• How many are converting into customers?
• What’s our highest performing lead source?

These are all important analytics to be aware of, and it can be a rigorous process if you don’t have the right systems in place or if your data is siloed. Before we get into the best ways to track full lead attribution, let’s discuss some unreliable tracking methods.
Unreliable Tracking Tactics

**Asking the customer:**
Often, marketers depend on the customer to pick up the phone, go to a specific link, or enter a specific code so that they know what channel drove them to a site or to pick up the phone. This is unreliable because customers often forget where they initially saw your information, custom URLs can be hard to remember, and your sales or support team may forget to ask what channel or service a caller is asking about.

**Frankenstein reporting:**
Using disparate systems to pull data together across multiple spreadsheets to find one number you’re looking for is unrealistic if you’re tracking metrics on a daily, monthly, or even weekly basis.

**Not tracking at all:**
This gives you zero insight into what drives conversions, making it impossible for you to effectively run campaigns.
Find Your Attribution Blind Spots

Where are your lead attribution blind spots? Once you identify them, how do you fix it? The answer to this question is going to vary from business to business, but one of the gaps we see often at CallRail is people not tracking their inbound calls.

The number of inbound leads calling in and converting over the phone is rising, and for many this is a huge lead attribution blind spot.
“The number of inbound phone calls driven by mobile search is expected to double by 2018, reaching an astounding 73 billion calls.”

- BIA/Kelsey
Supply.com Case Study

Supply.com is a case study that illustrates the benefit of implementing call analytics:

• Supply.com was using a 6-digit-code on their e-commerce site, asking their customer service representatives to extract that code as customers were checking out over the phone. According to them, it was an awkward solution as far as workflow, and it wasn’t intuitive for their non-technical customer base.

• Through implementing call analytics, they got the visibility they needed to understand what channels and ads were driving high converting phone calls.

• Using the insight they received from CallRail, Supply.com was able to drop AdWords spend by 50%, all while still reaching sales goals.
Harness Customer Insights
People are More than Just Numbers

It’s important to engage with and listen to your customers when it comes to creating your marketing strategy. At the core, you should provide helpful information to your current and potential clients - and you can’t show them how to alleviate their pain points if you aren’t aware of what those pain points are.

As marketers we may only hear from our customers directly at trade shows or when we are interviewing them for a case study. So how do you know what problems your customers frequently have? The answer may be to tap into other teams outside of your marketing department that talk directly to your customers on a daily basis.
Strategies for Harnessing Insight
Customer Success:

Your customer success team understands your market and what makes potential customers buy your product, as well as what features are the most appealing. Speaking with your customer success team can give you great insight into which features your customers ask about the most, and what features your customers may not be aware of. This allows you to focus your strategy on the most high-demand features. Working with your customer success team can also give you insight into which clients you should interview for case studies.
Customer Support:

If you have the chance to answer support inquiries or work directly with your support team, you should. Your support team is constantly solving problems for customers, giving them a deeper understanding into what issues they have. Knowing these problems are crucial in crafting a marketing strategy focused on solving the problems customers often have.
Sales:

There’s a stigma that sales and marketing don’t play well together, and if that’s what your organization believes you should get to work on easing that tension because it shouldn’t be there. At CallRail, we have had several members of our marketing team spend a day handling inbound leads and pushing them through the lead qualification process.

This allows our marketing team to appreciate the sales lead qualification process, which is helpful to us when it comes to initiatives like lead scoring. We have hands on experience with what a great lead looks like and what a bad lead looks like, which has really made a huge difference in understanding what an ideal marketing qualified lead looks like and how to create content and programs that attract those leads.
Conclusion

Going with your gut can be great in some cases, but not when it comes to making decisions that impact your marketing ROI. Embrace the power of data and solid analytics to reveal what is really driving conversions. Creating content with a purpose, tracking the full attribution of your marketing campaigns, and harnessing customer insight can transform the way you manage your marketing campaigns.

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