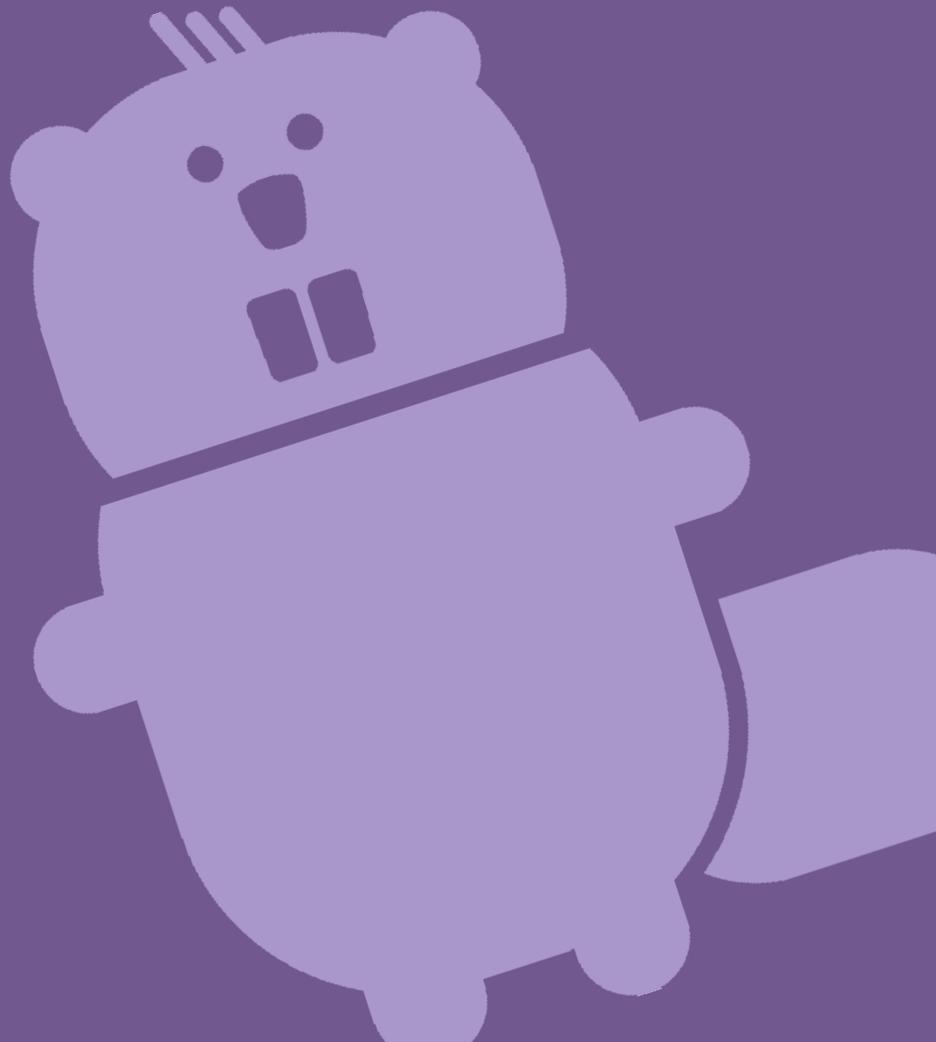


# 11 Ways to Improve Conversion Rates with Call Tracking

LogMyCalls.com

LogMyCalls is a service of ContactPoint  
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## What This White Paper is About

Marketers sometimes make things more complicated than they actually are. When all is said and done, marketing is about conversions.

That’s it.

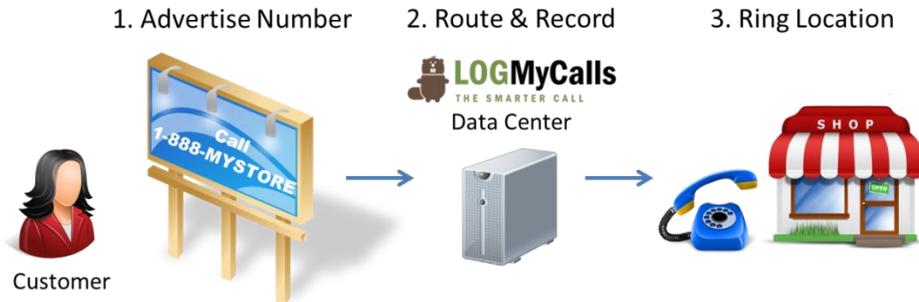
Marketers need to convert interested prospects into warm leads. They need to convert warm leads into hot leads and hot leads into customers.

It is the ‘how’ of improving conversion rates that is challenging.

This White Paper will provide **11 concrete ways to improve conversion rates immediately** using call tracking.

## How It Works: Call Tracking and Conversion Rates

What is call tracking? 1. Advertisers and marketers place a call tracking phone number in an advertisement. 2. The phone calls generated through the advertisements are routed through a call tracking service and 3. are passed on to the business destination.



At its most basic level, call tracking tells businesses which marketing channels produce phone calls and which do not. It’s like Google Analytics for the phone. Advanced call tracking also tracks and scores leads, records calls, tracks missed opportunities, gathers customer intelligence, provides re-marketing and marketing automation, and even tracks close rates of phone calls. Used effectively, call tracking increases offline and online conversion rates dramatically.

**There are 11 ways (our clients have shared with us) that call tracking measurably increases conversion rates.** We’ll discuss each of these 11 ways in detail. We’ll unveil statistics that will stun you and provide concrete how-to steps that will improve your conversion rates immediately.

Conversion rate is the most critical statistic in marketing because it directly impacts profitability.

- *IdaConcepts, 2011*

## Never Forget the Phone

Before we discuss call tracking’s impact on conversion rates, we need to emphasize the importance of the phone in the sales funnel and conversion process. If marketers fail to integrate offline conversion rates, i.e. *phone* conversion rates, into their overall conversion rate metrics, they are missing valuable data.

Their conversion rate data is incomplete. Not only is it incomplete, without tracking phone conversion rates, the data is misleading. Marketers are missing possibly *the most important* marketing metric. Why? Because the phone is absolutely vital to business:

### Phone Calls Produce the Most Valuable Leads

- **65% of Fortune 500 companies** say phone calls are their highest quality lead source (Source: BIA/Kelsey, 2010)

### The Phone is Re-Emerging

- **61% of local mobile searches** result in a phone call (Source: Google, 2011)
- **52% of all mobile ads** result in a phone call (Source: xAd, 2012)
- **59% of online shoppers** call to ask about products (Source: Oracle, 2011)

We’re seeing two trends here: **First, with the maturation of the internet, we’re learning that people still want to talk to actual people**—consumers want to talk to a sales rep about a purchase before they buy. Asking questions and getting clarification makes consumers more comfortable. **Second, with all of the tools and resources available with smart phones, people are relying more and more on their phones.** It is ridiculously simple to go from searching for information on a mobile phone to calling about it. With a simple ‘click’ a customer can call a company after conducting a search or seeing a mobile ad.

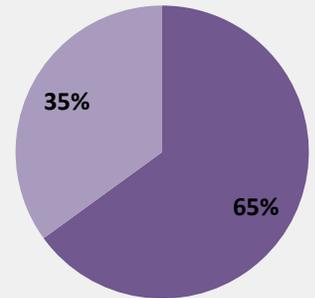
If phone calls produce valuable leads (which they do) and phone calls are becoming the most common customer method of consumer communication (which they are), shouldn’t companies mobilize any tool possible to increase phone conversions?

Yes, they should.

Call tracking will improve your conversion rates in 11 clear ways. Let’s take a look.

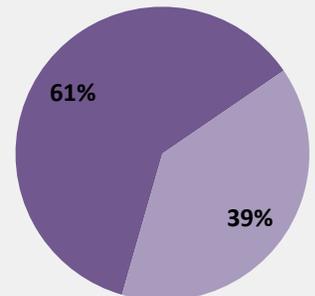
### Highest Quality Leads

■ Phone Leads ■ Web Leads



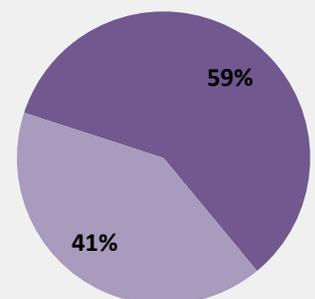
### Mobile Search Action

■ Action: Phone Call ■ Other Action



### Online Shopper Purchase Behavior

■ Call Before Purchase ■ No Call



## I. Landing Page Optimization

This is not a White Paper about landing page optimization. However, there are a few fundamentals of effective landing page design that lay the foundation for conversion tracking. There are several vital keys to landing page optimization that will increase your conversion rates.

- ✓ **Headline** – The headline of your landing page needs to be short and precise.
- ✓ **Concise Copy** – There is a rule journalists follow that marketers should also apply. The rule is this: use the fewest words necessary to get your point across.
  - Only 20% of people view landing page content 'below the fold.'  
(Source: Search Engine Land, 2012)
- ✓ **Call-to-Action** – What do you want a visitor to do on your landing page? This call-to-action should be crystal clear.
- ✓ **Phone Number** – Place your phone number in prominent locations on the landing page so they can call you, if they prefer.
- ✓ **Rigorous Testing** – You should A/B test every element of your landing pages. Place phone numbers in different locations. Test and tweak specific form fields. Test different content and headlines.

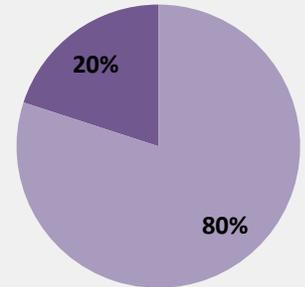
And here's the point: you need a *comprehensive* conversion rate metric. These fundamentals of landing page design mean very little if they don't convert, and you can't know comprehensively how many are converting if you're not tracking phone conversions from your website.

### How to Use Call Tracking to Optimize Landing Pages

- ✓ **Use Call Tracking to Discover a *Comprehensive* Conversion Rate** – No longer is your conversion rate simply the percentage of visitors who fill out a landing page form. **No, now a conversion rate also includes the number of people who call you from that landing page.** If you are not using call tracking numbers on landing pages, you are not gathering as many leads as you otherwise could. You are failing to track every metric you could. And your conversion rate is inaccurate.

### Visitors that Scroll 'Below the Fold'

■ Scroll Below the Fold ■ Don't Scroll



Sticking to the fundamentals can take you from having a terrible landing page to one that people find hard to poke holes in.

- *unbounce, 2011*

[Request a Demo](#)

## II. Marketing Optimization & Lead Quality

Let’s take a step back—and talk about college football. Every college football coach has specific tactics and strategies they use in practice and during games. These may be mundane defensive line shifts, specific blitz packages or precise plays that need to be executed in a certain way to be successful. These tactics improve any team’s chances of winning.

Tactics are important. But do you know what is more important? Recruiting good players to play for the team.

The best plays, tactics and strategies don’t matter if the players aren’t high quality. What does this have to do with marketing and increasing conversion rates?

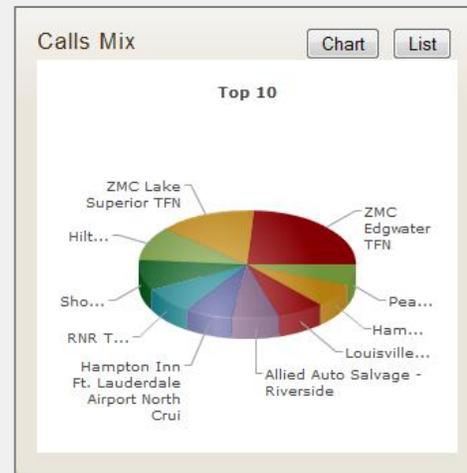
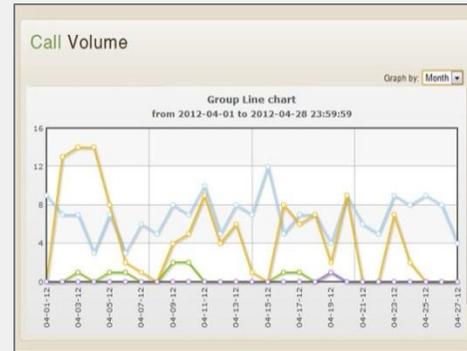
Well, think about it this way: you can optimize your website, your landing page, and your content, but if the leads you attract are not high quality and your marketing spend is not optimized, none of that other stuff matters—and your conversion rate will suffer.

### How to Use Call Tracking to Improve Lead Quality

Call tracking tells marketers which channels are producing high quality phone calls and which are not. This allows marketers to spend their money working channels that produce the highest quality leads.

- ✓ **Implement Call Tracking** – Place call tracking phone numbers (local or toll-free numbers) on your website and marketing channels.
- ✓ **Track Marketing Effectiveness** – A call tracking platform, such as LogMyCalls, will show you precisely how many calls each advertising channel is generating.
- ✓ **Track Conversion Rates for Each Advertising Channel** – Not only does LogMyCalls show you how many calls each advertising channel is generating, but, by tracking phone close rates, it will also help you determine your conversion rate for each specific marketing channel.
- ✓ **Optimize Marketing Spend**– Once you know which marketing channels are actually producing calls AND conversions, you can spend money on those channels. And you can stop spending money on channels that don’t produce. This increases conversion rates very, very quickly. The better the marketing channel, the better the lead. The better the lead, the higher the conversion rate.

### LogMyCalls Call Tracking Screenshots



[Request a Demo](#)

### III. Geographic Targeting

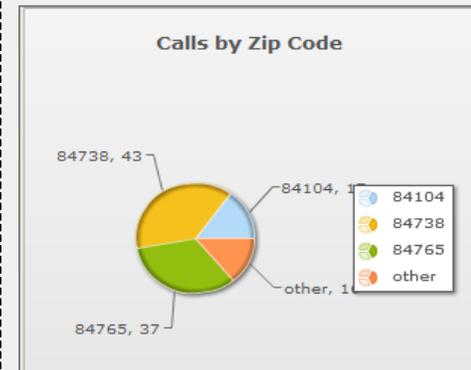
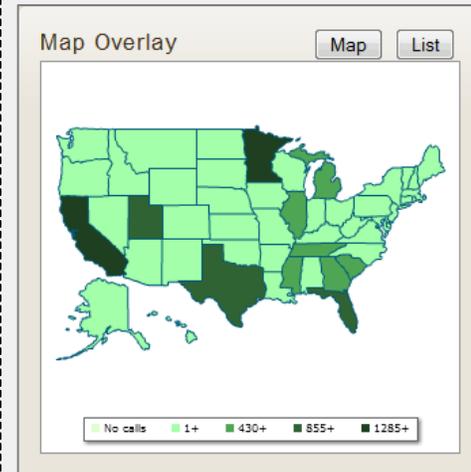
One of the incredible things about call tracking is the ability to track which geographic areas—zip codes, area codes and states—are producing phone calls and conversions.

This data enables you to optimize marketing spend and produce significantly higher quality leads. And as we’ve discussed previously, higher quality leads and optimized marketing spend significantly and statistically improve conversion rates.

#### How to Use Call Tracking for Geographic Targeting

- ✓ **A/B Testing** – Place call tracking numbers on your website and associate them with your various marketing campaigns—direct mail, PPC, SEO, social media, coupons, listings, etc.
- ✓ **Observe** – Once the campaigns go out, the data will start flowing into a call tracking application that has geographic tracking tools, such as LogMyCalls. You can see precisely which states, area codes and even zip codes are producing calls for each campaign.
- ✓ **Refine** – Once you see call spikes within certain zip codes you can know to target those zip codes more heavily in the future.
- ✓ **Conversion Rates Increase** – Because you’re now targeting areas that are more amenable to your message, your conversion rates will increase.

### LogMyCalls Geographic Tracking Screenshots



## IV. Customer Feedback and Intelligence

Companies spend millions of dollars a year to gather customer feedback. They send out surveys, track online reputation and commission massive studies to determine what consumers think of their company.

They do this because they want to fix problems and improve conversion rates. That's really what marketing and gathering customer intelligence is all about. This is also where call tracking enters the picture.

One feature of LogMyCalls is call recording. You can actually listen to calls directly within the application. This provides, among other things, the ability to hear customers engage with sales reps, and gather real-time customer feedback from the horse's mouth. No longer are surveys necessary. LogMyCalls allows you to hear what the customer thinks in near real-time.

### How Can This Improve Conversion Rates?

Imagine being able to hear customer objections, concerns and problems straight from the customer's mouth. What does the customer get upset about? What do they think about your service, products, marketing or company at-large?

Knowing answers to these questions will improve your ability to attract more customers, optimize marketing and increase conversions once prospects are engaging with you on the phone or online. If you, based on customer bio-feedback, can eliminate hurdles, objections, concerns and negative perceptions about your business, you can and will increase conversion rates.

### LogMyCalls Call Recording/Playback Area



The screenshot shows the LogMyCalls interface for a call recording. At the top, it displays the user name "Aaron Eardley (aear)". Below this is a progress bar with a play button and a stop button, showing a duration of 00:28 out of 00:51. There is an "Assign Scorecard" button and a "Call Title" field with the value "none". Below these are "Tags" with an "Add" button. A list of checkboxes includes "Strong opening" (checked), "No Greeting" (checked), "poor job", "bad call", "More cow bell!", "Great lead", "common objection", and "opening good". A "Show more..." link is at the bottom right.

Request a Demo

## V. Call Analytics and Phone Performance

Leads are lost and conversion rates suffer when phone performance is poor. If your marketing is driving phone leads, you want those leads to convert into customers. Phone leads fail to convert for one of two reasons: 1) your marketing is bringing in crummy leads, or 2) your sales reps are failing to convert the leads. Measure and track phone performance with an advanced call tracking application, like LogMyCalls.

Businesses and marketing firms can track and improve phone sales performance using call analytics.

### What do we mean by Call Analytics?

We mean call scoring. We mean literally being able to measure in-call performance. Call scoring does this by assigning scores to specific elements of the sales conversation. For example, did the sales rep ask for the business? Did they attempt to upsell? Did they use the caller's name? These are things that statistically improve conversion rates and increase sales.

- When the sales rep **attempts to overcome resistance at least 2 times, the prospect is 12.6 times more likely to purchase.** (Source: *Dixie State College, 2012*)
- When the **sales rep asks for the business in a direct way, the prospect is 4.4 times more likely to purchase.** (Source: *Dixie State College, 2012*)

### How to Use Call Tracking to Gather Call Analytics

- ✓ **Scorecard Customization** – LogMyCalls allows users to create and customize scorecards to track any in-call criteria they choose. It takes about 2 minutes.
- ✓ **Call Scoring** – You can score the calls yourself or LogMyCalls can do it for you.
- ✓ **Reports** – Generate reports that compare phone performance and conversion rates across individuals, departments or locations.
- ✓ **Improved Performance = Higher Conversion Rates**

### LogMyCalls Custom Scorecard

Customer Service 4 ?

Criteria: Score: 96.36% 

- 1. Introduction?** Importance: 9  
 Did you introduce yourself?  
 Pass:  Fail:
- 2. Lead / Source** Importance: 8  
 Did you ask where they saw our Ad?  
 Pass:  Fail:
- 3. Greeting?** Importance: 10  
 Did you greet with our Company Name?  
 Pass:  Fail:
- 4. Overall Tone** Importance: 10  
 How friendly was your tone?  
 1 2 3 4 5
- 5. Follow up? \*** Importance: 10  
 Did you offer to follow-up by email or phone?  
 Pass:  Fail:
- 6. Repeat Business** Importance: 6  
 How likely is this person to do business with us again?  
 1 2 3 4 5

**Did you meet the customer's needs?:**  
 Yes  No

Scored by: jmower@logmycalls.com

## VI. Lead Scoring

Producing quality leads is vital to generating a higher conversion rate. Simply, the best way to ensure you are getting high quality leads is to score them.

The LogMyCalls call tracking application is also a lead scoring platform.

### What is Lead Scoring?

Lead scoring is a process for ranking leads based on sales readiness or interest level. All leads are NOT created equal. Some leads are ready to buy right now, others will require effort and time—sometimes substantial—before they are ready to make a purchasing decision.

### How does Lead Scoring work?

You can score leads (or LogMyCalls can do it for you) on any criteria you choose. Some companies score leads using very specific and in-depth criteria. But a detailed strategy like this is not necessary for everyone. For some, a few criteria are sufficient.

- 1) **Readiness to Buy** – Is the lead ready to buy in a specific timeframe? This score should not be based on your opinion. Rather, it should be based upon something the lead has specifically indicated during the call.
- 2) **Financial Position to Buy** – Is the lead in a budgetary position to buy?
- 3) **Decision Maker** – Is the lead the person who can decide to buy your product? Or, is this person merely an information gatherer?

Lead scoring is not based on what *you think* about a customer. Rather, lead scoring should be based upon what the customer *actually says* during a call.

### How to Use Call Tracking to Score Leads

- ✓ **Scorecard Customization** – Create and customize a lead scoring scorecard with any specific criteria you choose. What makes a high quality lead for you?
- ✓ **Scoring Process** - You can score the leads yourself or LogMyCalls can do it for you.
- ✓ **Reports and Comparisons** – Using the scores, LogMyCalls calculates lead quality scores for each marketing channel.
- ✓ **Improved Leads = Higher Conversion Rates**

Request a Demo

By assigning relative point values to various customer activities and traits, you can better rank your leads and focus your marketing efforts where they will be most successful.

- Heinz Marketing, 2012

## VII. Mobile Re-Marketing

The average customer has had 13.8 ‘touches’ from a company before they buy (Source: Microsoft Atlas Institute, 2012). These touches can be emails, web visits, phone calls, in-person, or social media. The goal of a company should be to reach that magic number of 13.8 ‘touches’ as quickly as possible.

LogMyCalls is the only call tracking tool on the market that actually offers a ‘touch.’ LogMyCalls offers re-marketing automation. When someone calls on a mobile phone, LogMyCalls can send a text to them immediately. This text message can contain a link, a coupon code, or a ‘thank you.’ How powerful is mobile engagement? Here are a couple statistics:

- Mobile coupons are redeemed 20 times more than traditional coupons. (Source: Borrell Associates, 2011).
- 95% of SMS text-backs are read within 15 minute. (Source: Moto Messaging, 2012).

Reaching out to mobile customers with an SMS text-back is a great way to produce more phone calls and generate customer interaction

This brings you one step closer to the number of touches needed to increase conversion rates.

### How to Re-Market with Call Tracking

- ✓ **Deciding What to Say** – Do you want to simply thank them for calling? Provide them a link where they can sign up for an offer? Or, even provide them with a coupon of some sort immediately?
- ✓ **Setting it Up** – Within LogMyCalls, you simply click on *Setup* and then *Manage Numbers*. You just type what you want to say in the text box. Click ‘*Save Call Flow*’ and you’re done.

SMS should be the backbone of a mobile marketing strategy due to its widespread use and user-activity penetration.

- MobileDemystified, 2012

### LogMyCalls SMS Feature

#### Notification Options

Send call notification to email address:

Send SMS to caller:

```
Thanks for calling
LogMyCalls.com. Come in
our store this week and
mention coupon code
"LogMyCalls rocks" for
20% off any item!
```

Save Call Flow



### Mobile Text-back Response



## VIII. Tracking Offline Conversion Metrics

Most marketers fastidiously track online conversion metrics. They track click-throughs, open rates, abandon rates, unique visitors, page views and a variety of other metrics.

The problem is that this data simply doesn't tell the whole story.

What about your radio ads, mailers, TV ads, sponsorships and print ads? What is your conversion rate for these marketing channels?

Call tracking gives marketers the ability to track offline conversion rates with the same granularity and specificity as online conversion rates. Marketers can track which channels are producing calls, how long those calls are lasting, where callers are calling from, who's called repeatedly, they can even hear what happened on the call, hear what caused 'friction' and ultimately what led to either to the conversion, or led to abandonment.

### How to Use Call Tracking to Measure Offline Conversion Rates

- ✓ **Implementation** – Put call tracking phone numbers—local or toll free—on your mailers, your brochures, your billboards, your radio ads, your TV ads, your print listings and anywhere else you can think of.
- ✓ **Track** – LogMyCalls will show you how many calls each marketing channel is generating. Conversion rates via each channel are easily tracked.

[Request a Demo](#)

Web-only metrics don't provide a full picture of campaigns. The actual ROI often being realized is significantly higher than web analytics tools are picking up.

- *comScore, 2011*

## IX. Google Analytics Conversion Paths

Google Analytics now tracks how many times specific individuals visited a site—and what they did on a site—before they purchased or converted. **Google Analytics tracks the path of each conversion.**

And here's the awesome part: you can integrate call tracking into Google Analytics Multi-Channel Conversion Paths. In other words, Google will track how many calls **and** web visits a specific prospect made before converting.

Google is clearly recognizing—as more and more marketers are—that a 'true' conversion rate is not possible without data provided from call tracking.

### Multi-Channel Conversion Tracking | Google Analytics

	Channel Grouping Path	Conversions	↓	Conversion Value
1.	LogMyCalls → LogMyCalls	2		\$58.00
2.	Organic Search → LogMyCalls	2		\$58.00
3.	Referral → LogMyCalls	1		\$29.00

### How to Integrate Call Tracking into Google Analytics

1. Within LogMyCalls, choose a dedicated 'Postback URL' in the Google Analytics set-up area
2. Within Google Analytics, under 'Conversions' select 'Multi-Channel Conversion Funnels'
3. 'Top Conversion Paths' will show a step-by-step path of each conversion
4. To add a phone call to your path, you simply select 'Channel Groupings' as the Viewing option and select 'Create a Custom Channel Grouping'
5. Setting up the Channel Group:
  - a. Provide a name for the channel grouping
  - b. Add a 'Rule' for each label you want to see in your reports.  
 Create a rule with the following conditions:
    - i. Include Source Containing 'logmycalls'
    - ii. Include Medium Containing 'telephone'
    - iii. Include Campaign Containing \_\_\_\_\_ (This is whatever you've named the tracking number within LogMyCalls (Ex: Yellow Pages or Adwords))
  - c. When you've added rules, click 'Save Channel Grouping'

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## IX. Recapture Lost Opportunities

Increasing your conversion rate is not a one-time proposition. In other words, you have a second chance! This is especially true if you are using call tracking which can show you lost leads to hunt down: LogMyCalls shows marketers which calls didn't convert and why. That means you can call those people back and convert them.

### How to Use Call Tracking to Recapture Lost Opportunities

- ✓ **Missed Calls** - LogMyCalls tracks which calls weren't answered. Call these people back and convert them.
- ✓ **Didn't Upsell** - You can hear if your employees failed to upsell to a product or service that would have been a better fit for a customer. Call these people back and convert them.
- ✓ **Poor Phone Performance** - We record tens of thousands of phone calls a week. And we have heard some horrific customer service over the years. Bad customer service can sink your conversion rate faster than almost anything else. Call those people back and convert them.
- ✓ **SMS Text-Back** - Like we mentioned in tip 7, reengage with your mobile customers with an automatically generated text message. Much like an 'exit pop' on a website, an automatic SMS text-back gives customers an easy way to stay involved with your business.
- ✓ **Lead Scoring Goals and Alerts** - With LogMyCalls call scoring, you can receive an email whenever a hot lead comes through. Follow up to make sure these golden leads are treated like...gold.
- ✓ **Advanced Call Routing** - Ever miss a great lead just because a phone rep was out to lunch or the customer couldn't get the right information? With advanced call routing, you can schedule when and where calls are routed. Scheduled routing is just one example of the powerful options you have to make sure your opportunities don't get lost, and bring them back if they do.

Request a Demo

## XI. Reduce Lead Leakage (CRM)

Every company has leads that fall through the cracks. These leads leak out during the marketing process, during the transition to sales, or, sales reps simply ignores them.

This is called lead leakage and it is bad, ugly, and a nightmare for marketers.

Here are some pretty stunning statistics about lead leakage that keep marketers to stay up at night.

- **80% of leads are never followed up** on by sales. (Source: *Marketing Sherpa, 2011*)
- **73% of companies have no process** for reengaging and nurturing leads. (Source: *Marketing Sherpa, 2011*)
- **37% of customers** are from leads over three months old. (Source: *Marketing Sherpa, 2011*)
- **20% of customers** are from leads generated over one year ago. (Source: *Marketing Sherpa, 2011*)

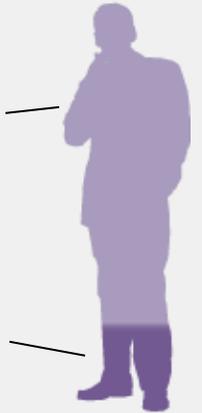
### How to Use Call Tracking to Reduce Lead Leakage

- ✓ **Lead Source** - The first way to stop lead leakage is to actually know where your leads are coming from. If you fail to track leads effectively at the top of the funnel you will fail to manage them correctly throughout the funnel.
- ✓ **Tag Lead Calls** - In conjunction with scoring lead calls which we discussed earlier, some advanced call tracking platforms give you the ability to use social media inspired tags to tag calls. Tag hot lead calls with something like 'hot lead.' Run a search and report on this tag on a weekly basis and follow up.
- ✓ **Integrate Call Tracking into Your CRM (if you have one)** - LogMyCalls automatically appends call recordings and tracking data into CRM customer records. You have the entirety of every phone conversation with every customer available to you. This improves the efficiency and effectiveness of your sales team, and it improves conversion rates.

### Leads and Sales Follow-up

NO Lead Follow-up by Sales: **80%**

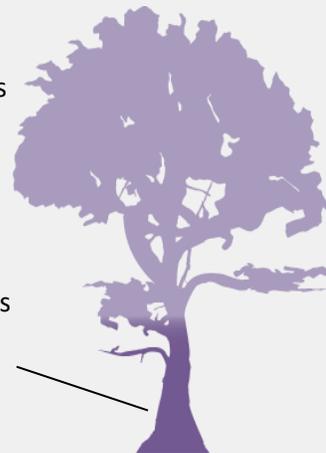
Lead Follow-up by Sales: **20%**



### Lead Nurturing

Companies with NO process: **73%**

Companies with a process: **27%**



## Try LogMyCalls

You've probably guessed by now that we offer more than just helpful advice about how call tracking can dramatically improve your conversion rates. We hope you'll jump on the [LogMyCalls](#) bandwagon and do business with us. LogMyCalls is the smartest call tracking and customer intelligence tool there is.

Our customers are consistently amazed at how simple, efficient, and powerful LogMyCalls is. They are thrilled with how it has helped them improve their conversion rates.

"Today I saved a \$1200 order because I listened to a recorded call and heard a missed conversion. Thanks LogMyCalls! Paid for months and months of service with one call!"

- Nickell Rental

"My experience with LogMyCalls has been really good. The interface is intuitive and easy to use. It is great. Additionally, with the Google Analytics plugin, the tool is very effective for online marketing."

- LeadGenix

"After spending a lot of (frustrating) time looking for call tracking, with specific requirements, I am so glad to have found this company. No nonsense, good pricing and truly excellent customer service. You don't need to look anywhere else."

- Cardwell Creative

So, either sign up for a [free 30-day trial](#) or call us at (866) 811-8880 to get started.

Request a Demo

## Additional Resources

### 7 Steps to Improving Conversion Rates

<http://www.searchengineguide.com/stoney-degeyter/7-steps-to-improving-conversion-rates.php>

### Phone Call Tracking Q&A

<http://logmycalls.com/library/207-phone-call-tracking-qa>

### Mobile Marketing Statistics Compendium

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>

## About LogMyCalls

[LogMyCalls](#) is a service of ContactPoint. LogMyCalls is a smarter call tracking solution, an inexpensive tool for businesses seeking to optimize marketing, track leads and gather customer intelligence. These tools—phone call tracking, call recording, mobile marketing automation, and call scoring—allow businesses to determine which advertising methods are effective and improve their conversion rates. For more information visit [LogMyCalls.com](http://LogMyCalls.com) or call 866-811-8880.

**Email:** [sales@LogMyCalls.com](mailto:sales@LogMyCalls.com)

**Phone:** 866-811-8880

**Twitter:** [@logmycalls](https://twitter.com/logmycalls)

**Facebook:** [facebook.com/logmycalls](https://facebook.com/logmycalls)

**YouTube:** [youtube.com/vlogmycalls](https://youtube.com/vlogmycalls)