



PAY PER CALL 101

A GUIDE FOR BEGINNERS



RingPartner

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INTRODUCTION

Modern marketers and advertisers have a lot of tools at their disposal when it comes to crafting a brand image and sharing that message with consumers. With the advent and spread of the Internet, and more recently mobile devices, the marketing approach adopted by most companies is one that is focused solely on the web.

However, one of the most basic and effective marketing tools available predates both the Internet and mobile searches. Pay Per Call marketing is a time-tested marketing approach that takes advantage of something that the vast majority of the American populace has access to: a phone. Before you scoff, Pay Per Call marketing remains an effective marketing concept because it integrates perfectly with the Internet and the surge in popularity of mobile devices. Let's take a moment to look back at the history of Pay Per Call before analyzing its current status.

HISTORY OF PAY PER CALL

Pay Per Call marketing has its roots in the late-night infomercials that once dominated American television. In fact, Pay Per Call dates back even further to advertisements and flyers that encouraged consumers to call the number on the paper ad to purchase a particular product or sign up for a specified service.

However, Pay Per Call marketing from infomercials is a more closely related concept. Most Americans are at least vaguely familiar with these infomercials, which boasted loud voices practically screaming through the television to promote a product. Viewers were encouraged to call the number on their screen to purchase the product in question.

With the proliferation of the Internet in the 1990s and the growth of mobile devices in the 21st century, Pay Per Call marketing had to adapt to the new marketing and consumer environment. As fewer people watched TV, and more began using

the Internet as a key tool in purchasing decisions, Pay Per Call adapted.

Companies still needed a way to connect consumers with their business in a manner that was not only efficient, but trackable. Those old infomercials were easily tracked by businesses because a specific number was assigned to the infomercial. When consumers called the number and made a purchase, marketers had a direct link between ad spend and conversions. Pay Per Call has always been easy to track from an ROI standpoint.

As consumers began to research online, fill out contact forms from mobile devices, and convert from searcher to consumer over the phone, the consumer's path to purchase became muddied. Modern Pay Per Call gives marketers the power back in tracking each step a consumer takes along the path to purchase.

WHAT IS PAY PER CALL?

In short, Pay Per Call is a marketing tool that allows distribution partners to help businesses of any size generate more quality calls. With 65% of the American adult population in possession of a smartphone, consumers are increasingly dependent upon their mobile devices for online connectivity. At the same time, this tool in their hand is the perfect connection to your business because it is, after all, a phone.

More importantly, Pay Per Call is perfectly poised to help your business succeed in marketing and generating conversions because consumer behavior is changing. Desktop enjoyed a relatively brief reign atop the World Wide Web as the primary means of searching for products and services. As of 2015, mobile searching officially surpassed desktop as the primary means of online search via Google.

Pay Per Call is an easy tool that allows your company to connect with mobile searchers in a meaningful and effective way that satisfies the consumer's needs, while generating revenue.

HOW DOES PAY PER CALL WORK?

A consumer picks up a phone, calls a business, and purchases a product or agrees to a service. Seems simple, right? The reality of the situation is a little more complicated than this. In order to run an effective Pay Per Call campaign, publishers work with advertisers to create a Pay Per Call marketing campaign.

This starts with the selection of tracking phone numbers which are applied to the ad campaign. In the long run, this allows marketers to assign conversions to particular Pay Per Call campaigns and judge the ROI of each. Publishers run call-based campaigns on the web, and when customers see a phone number related to a product or service, they call that number.

Each call is tracked to the publisher of the campaign and the specific Pay Per Call marketing campaign. Once the call is connected to the advertiser or call center, it's up to the business to close the deal. Publishers receive a commission

for each qualified call in the campaign, and businesses enjoy greater revenue from an influx of quality phone calls.

PAY PER CALL BASICS

Pay Per Call marketing can get extremely complicated for larger businesses that want to be able to breakdown large volumes of call data and focus intently on each and every call. However, Pay Per Call's basic tenets are easy for all marketers and publishers to understand. Remember, the overall goal of any Pay Per Call marketing campaign is to drive more high quality leads to a business, and track those calls to assign value to marketing campaigns.

In fact, many of the features that online marketers are already familiar with are applicable to Pay Per Call marketing. First and foremost, Pay Per Call offers campaign management to help publishers keep the facts straight on different marketing campaigns that might be running at the same time.

A good campaign management system includes control over the following features:

- Pay Per Call campaign creation
- Payout terms and conditions

- Ability to assign tracking phone numbers
- Pause or archive inactive campaigns.
- Track overall costs of campaigns and ROI.

Campaign management features make it easy to control all of the aspects of your Pay Per Call marketing campaign, from the performance of particular publishers or marketing verticals to data that breaks down ROI for each campaign.

Call attribution is another critical factor for any Pay Per Call campaign. If you can't track where the individual conversions are coming from, it's difficult to determine which of your marketing campaigns are working and which ones are wasting marketing spend. Just as the name suggests, call attribution is the ability to attribute a single phone call to a specific campaign.

Generally speaking, there are two types of tracking phone numbers you can use in a Pay Per Call campaign to track call attribution. Unique tracking numbers are generated easily and assigned to a publisher and/or campaign. When customers call that particular number, you then know the publisher or campaign that generated the call.

Dynamic tracking numbers are auto-generated on your website or landing pages, and allow you to look a little deeper into each call. You can determine some of the following factors, such as:

- Keywords used by consumers that resulted in viewing an ad that generated a call.
- Click or campaign IDs that trace back to a particular ad.
- Landing page consumers view that generate phone calls.

LAUNCHING A PAY PER CALL CAMPAIGN

Like any good marketing campaign, you cannot launch a Pay Per Call campaign without some degree of forethought. You need to first have a basic understanding of your target market and a specific goal for your marketing efforts. Are you targeting families with children looking to travel as a target niche? Are you trying to promote a new product or sign people up for services?

Once you have this basic information in mind, you can build an effective Pay Per Call campaign that puts your number in front of consumers that are most likely to be interested in that product and actually call the business in question. This includes selecting the marketing channels that are most likely to be used by the targeted consumers. Pay Per Call marketing is great in multiple channels, from mobile ads to direct mailers promoting a business.

There are a few factors to keep in mind as you launch your Pay Per Call campaign, including:

- **Geo-location:** Smartphones have GPS capability, and when turned on your Pay Per Call campaign can use geo-targeting to send push notifications and targeted mobile ads to consumers within specific geographic location. With most campaign management systems, it's as easy as entering applicable ZIP codes you want your ads to appear in. Consumers in those areas will see your ads, enhancing the effectiveness of marketing spend.
- **Timing of ads:** One factor businesses often overlook in their Pay Per Call campaigns is timing. Someone has to be at the business to answer incoming calls in order for Pay Per Call to be a reliable means of generating revenue through increased calls. Therefore, it's important to set your Pay Per Call ads to appear when your target consumer group can actually call the business. Consumers will be frustrated to see an ad for a service, only to call and get voicemail because no one is at the office to answer.
- **Multi-channel approaches:** Pay Per Call is a flexible tool, and whenever feasible it should

be used across a variety of marketing channels. It is possible for a landscaping business, for example, to drive quality phone calls using traditional direct mailers distributed in particular neighborhoods while also using geo-location to target ads to particular ZIP codes covering the same neighborhoods.

The most important thing to keep in mind regarding Pay Per Call is that it is not a set-it-and-forget-it technology. Every successful distribution partner is constantly analyzing the data from phone calls to determine which geo-location targets, ad times, and marketing verticals are working, and which ones are failing to produce a reasonable ROI. From time to time, it is necessary to reevaluate the effectiveness of Pay Per Call, and make the changes required to get the marketing campaign back on track.

WHY YOU SHOULD USE PAY PER CALL

There are a number of good reasons to use Pay Per Call to help drive quality leads. At the end of the day, there are just three benefits you need to be aware of:

- **Maximize Valuable Leads:** Pay Per Call is perfect because it takes advantage of a captive audience: smartphone web searchers. Rather than diverting those mobile consumers to a landing page and an online lead form, the use of a simple click-to-call button can connect them with the business, converting a shopper into a paying customer.
- **Increase ROI:** Money spent on marketing campaigns that don't generate interest in the business and revenue from its product/service is wasted money. Pay Per Call increases the volume of quality leads coming into a business, funnels consumers in a buying mood to the company, and does so in an affordable manner.
- **Take Complete Control:** Online marketers are accustomed to gaining greater insight into

the online behaviors, paths, and conversions of consumers. Pay Per Call analytics allow publishers and marketers to assess call traffic sources, assign conversion to particular campaigns and publishers, provide insight into customer behaviors and preferences, and leave businesses with detailed caller profiles.

Pay Per Call may have its roots in an era before the Internet was available, but it is a mature marketing tool that is flexible enough to compete in the modern world. Start driving more quality leads and spending marketing dollars more effectively today by launching a Pay Per Call campaign.



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