

# THE FACEBOOK PLAYBOOK FOR CALL CONVERSIONS




How to Use Facebook Ads to Drive Quality Calls and Customers

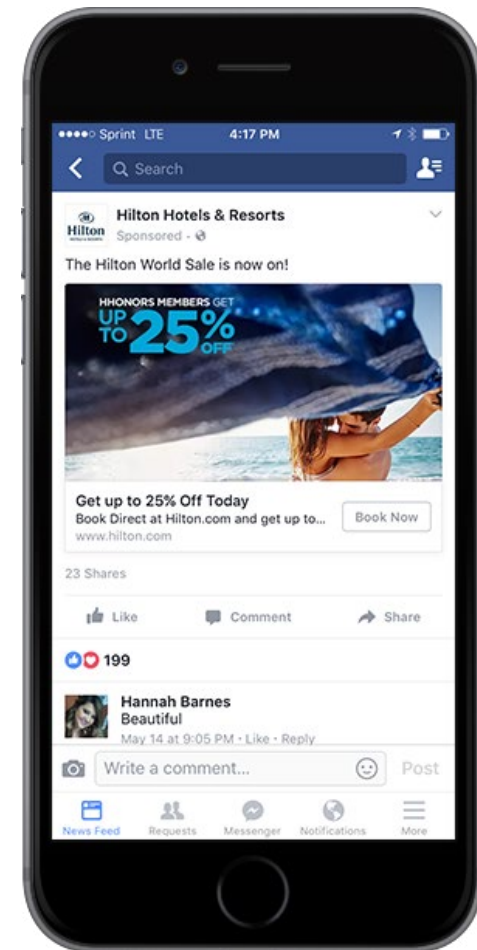
# Facebook Is a Mobile-First Platform

Facebook is the world's most popular social network<sup>1</sup>, making it one of the premier digital advertising channels for marketers. It's also one of the world's most visited platforms for mobile users. Not only do over 1.5 billion people visit Facebook on their mobile devices each month, nearly 1 billion of those people only ever visit on their smartphones. So, as advertisers look to drive conversions and customers from Facebook, it's critical to think mobile-first.

## Facebook Users Are Mobile

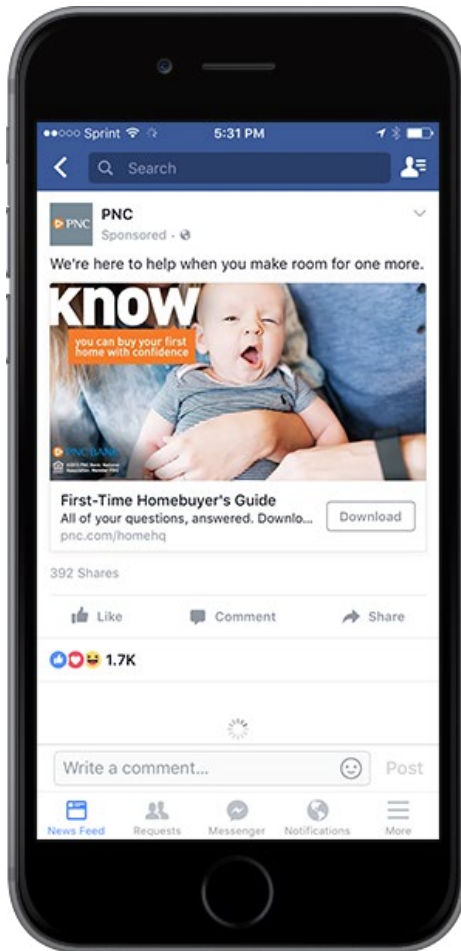
Of the 91% that are active on mobile devices each month as of Q1 2016, 59% use only their smartphone<sup>2</sup>

|                      | <br><b>Desktop &amp; Mobile</b> | <br><b>Mobile</b> | <br><b>Smartphone Only</b> |
|----------------------|--|---|---|
| <b>Monthly Users</b> | <b>1.65 BILLION</b><br>15% YoY Increase  | <b>1.51 BILLION</b><br>21% YoY Increase   | <b>~894 MILLION</b>   |
| <b>Daily Users</b>   | <b>1.09 BILLION</b><br>16% YoY Increase  | <b>989 MILLION</b><br>24% YoY Increase  | <b>~589 MILLION</b>   |



# Mobile Advertising on Facebook Is Booming

Facebook mobile ad spending is huge – and growing. Last year marketers spent \$13 billion on mobile advertising on Facebook, and that number is expected to hit \$42.3 billion by 2019<sup>1</sup>. The majority of advertising revenue now comes from mobile devices and it's creating enormous competition amongst digital marketers. Even though the average price of Facebook ads increased 5% this year, impressions have doubled thanks to the growth of active mobile users.



## Facebook Marketing Spend Is Mobile

Q1 2016 YoY ad revenue has grown 57% (82% of this revenue is mobile ad revenue)<sup>2</sup>

|                   | 2015 Q1                             | 2016 Q1                             | Growth Insights |
|-------------------|-------------------------------------|-------------------------------------|-----------------|
| Total Revenue     | \$3.5 BILLION                       | \$5.3 BILLION                       | Up 52% YoY      |
| Ad Revenue        | \$3.3 BILLION                       | \$5.2 BILLION                       | Up 57% YoY      |
| Mobile Ad Revenue | \$2.4 BILLION<br>~73% of ad revenue | \$4.2 BILLION<br>~82% of ad revenue | Up 75% YoY      |



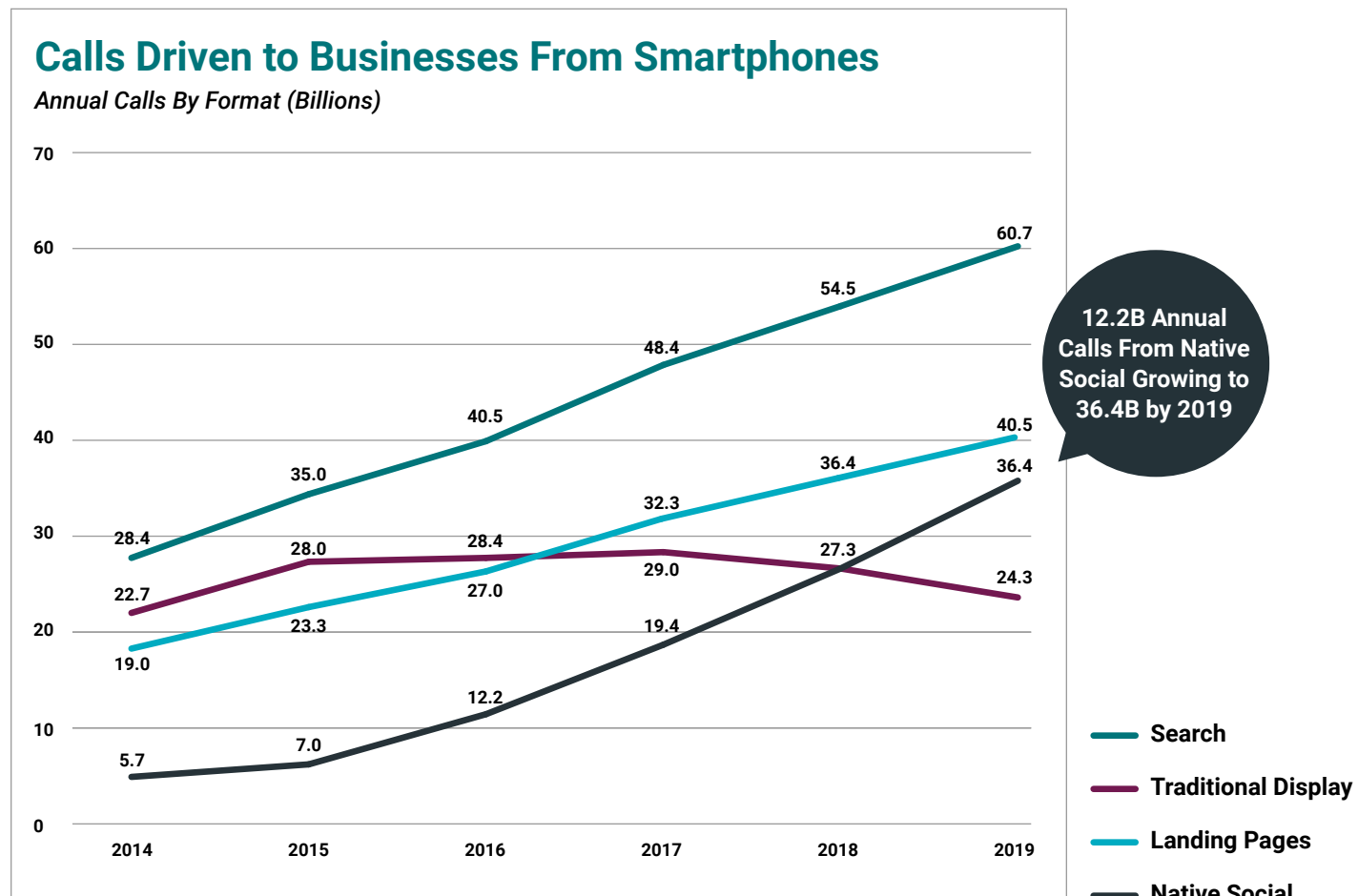
### Don't Waste Your Budget On The Wrong Audience

If you focus your budget on desktop ads then the majority of your ads won't be seen. Maximize ad reach and conversions by targeting the right mobile audiences with mobile-optimized ads.

# Facebook Ads Drive Phone Calls

Facebook and social advertising generate billions of phone calls to US businesses. In 2015 alone, they drove over 7 billion call conversions. And compared to other digital marketing channels, Facebook and social advertising have also seen the largest growth in call conversion volume, which is expected to skyrocket by nearly 200% between 2016 and 2019.<sup>3</sup>

**What does this mean for marketers?** To fully optimize conversions and customer acquisition from mobile Facebook advertising, marketers must optimize their ad campaigns and landing pages to drive phone calls.



# The Importance of Phone Calls to Marketers

Calls are the most valuable conversion for businesses: they are the leads sales teams want most. When consumers call it often indicates high purchasing intent, and a live conversation with someone calling you is a much stronger prospect than a web form submitted hours or even days ago.

Calls also play a critical role in the customer journey for industries with expensive, complex, or infrequent purchases. Industries like automotive, insurance, financial services, travel and hospitality, education, and health care often rely on phone conversations to acquire customers, and smartphones help facilitate these connections. It's easier and more seamless for consumers to call as they continue to conduct more mobile research on their smartphones.

**10X** Calls convert to revenue **10x-15x** more than web leads<sup>3</sup>.

**50%** of mobile shoppers call during the customer journey<sup>4</sup>.

## Customers Call<sup>3</sup>



### RESEARCH

**52%** actively seek information to justify purchase by calling



### PURCHASE

**62%** want to call to make a purchase

## Calls Drive Revenue in Many Industries



### INSURANCE

**44%** of insurance purchases happen over the phone<sup>5</sup>



### TECHNOLOGY

**62%** want to call businesses to purchase tech services<sup>4</sup>



### FINANCIAL

**66%** want to call a bank to open an account<sup>4</sup>



### HEALTH CARE

**56%** of patients book appointments by calling<sup>6</sup>



### TRAVEL

**35%** of hotel bookings are from phone calls<sup>7</sup>



### AUTOMOTIVE

**25%** of auto shoppers first contact dealerships by calling<sup>8</sup>



# Facebook Ad Tips to Drive Calls

People use Facebook to stay in touch with friends and family and discover new things from the brands they follow. Most of the ads they see either appear within the mobile News Feed or adjacent to it (on desktop). If you want consumers to engage with your brand and ultimately call your business, then you have two options. First, they can immediately call directly from your Facebook ad. Or they will call after being sent to a landing page with a call-centric CTA and a phone number or click-to-call button.

The one thing both options have in common: Your ad will need to capture attention, create engagement, and have a CTA focused on the action you want them to take.

Suggested Post

 **Capella University**  
Sponsored · 

No weekly deadlines means you're always on schedule with FlexPath.





**A DEGREE TO FIT YOUR LIFE**  
A new way to earn your degree.  
capella.edu


[Learn More](#)

 Like  Comment  Share

Suggested Post

 **Progressive**  
Sponsored · 




Choosing the flavor you want is tough. Choosing coverage shouldn't be.



Easily compare our rates with our competitors'  
www.progressive.com

[Shop Now](#)

1.9K Likes · 100 Comments

 Like  Comment  Share

Suggested Video

 **Westin Hotels & Resorts**  
Sponsored · 

You don't need more vacation days, you need better ones



**Explore Your Better Break**

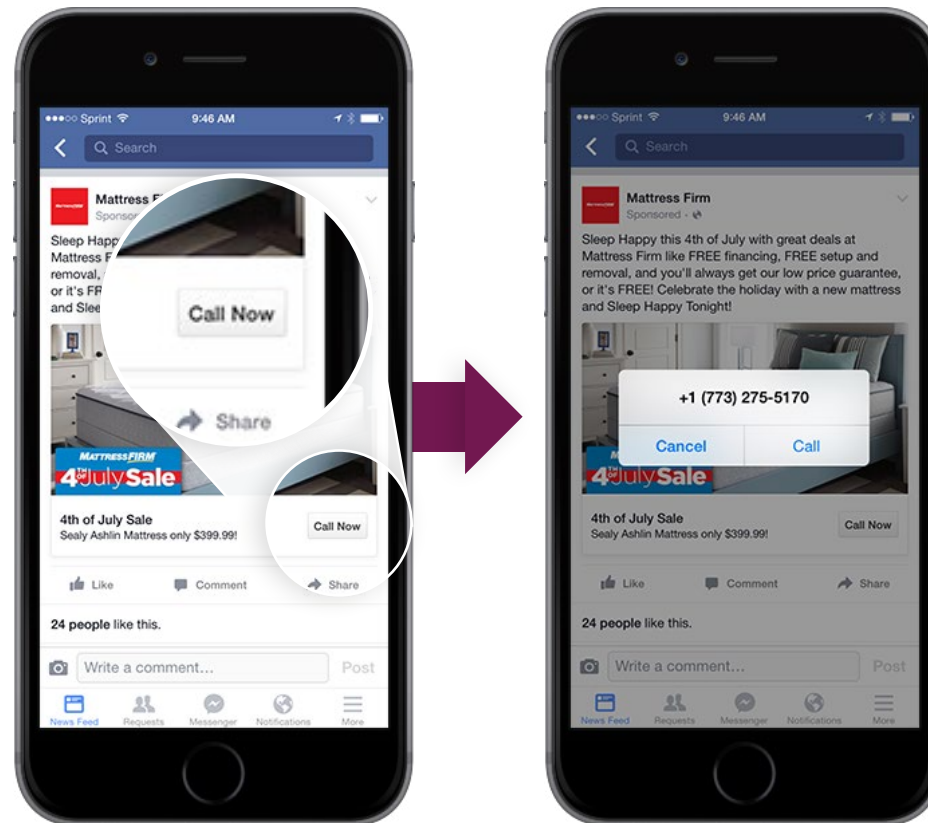
   491    24 Comments · 17 Shares · 305K Views

 Like  Comment  Share

# Drive Immediate Calls From Facebook

The “Call Now” button is a simple and effective tool for driving calls from your Facebook ads. It automatically connects smartphone users to a business with the simple tap of a button to dial a business.

This feature is part of Facebook’s Local Awareness Ads program. Originally intended to help local businesses connect with local shoppers, this tool can also be used for any business looking to drive calls. There’s also a “Get Directions” CTA button should you want to drive in-store traffic.

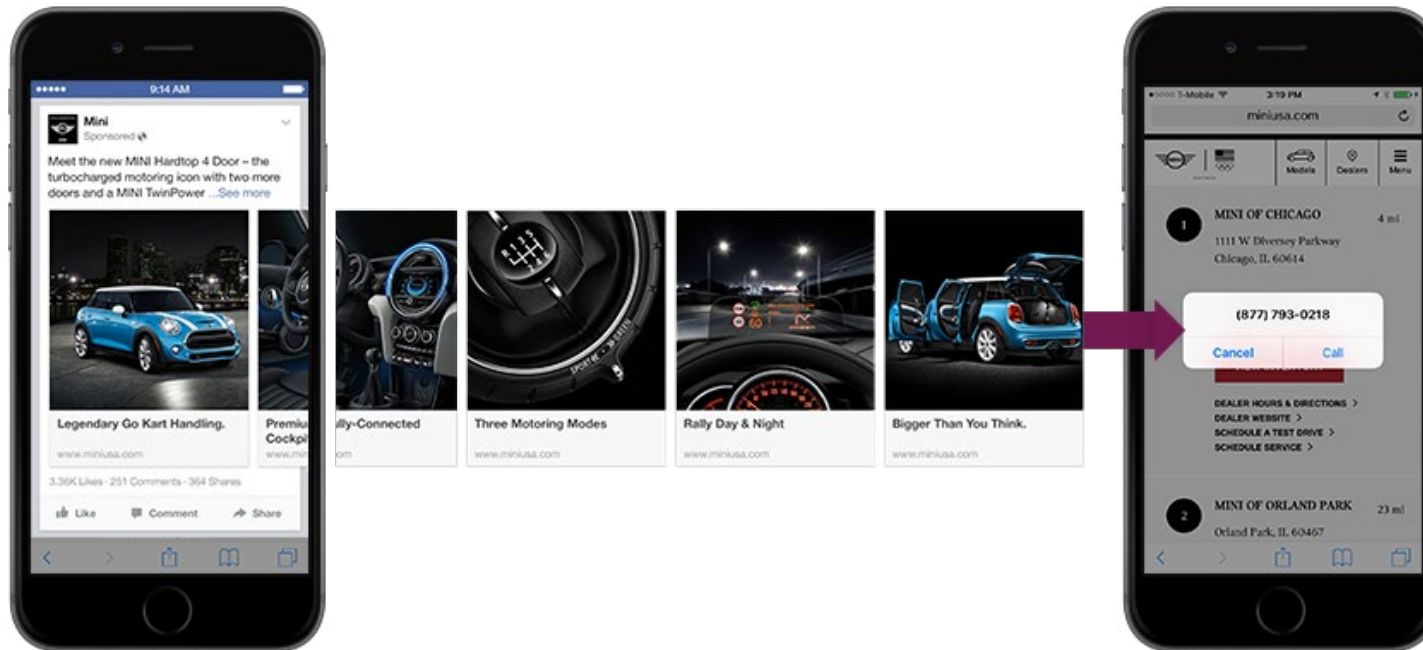


Target local users on smartphones by including special offers, such as last minute deals, to help motivate people to call.

# Drive Traffic From Facebook to Your Landing Page



The most effective way to drive calls to a business is to have consumers click on your ad, visit your website, and call. You can do this through compelling ad copy, eye-catching imagery, and clear calls to action. You have a short window to capture attention, which is why these items should tie together in a clear manner. They need to speak directly to the audience being targeted. Otherwise, you decrease your chances of a user taking action from your ad.



**Facebook Carousel Ads** are great for storytelling. They enable you to show different images with different calls to action. Showcase your brand's uniqueness in bite-sized bits using images to tell an interesting narrative. According to Facebook, this format consistently drives higher engagement compared to single-image ads, including:

- 30-50% lower cost-per-conversion
- 20-30% lower cost-per-click<sup>2</sup>
- Drives 10x more traffic to landing page<sup>9</sup>



Use carousel ads to capture attention and drive traffic to your mobile-optimized landing page that includes a prominent "call now" CTA. You can also test which images get the most clicks, and use that insight to help optimize Local Awareness Ads featuring a "Call Now" button.



# Drive Traffic From Facebook to Your Landing Page



**Facebook Video Ads** are another effective tool for grabbing attention and telling a story. Digital video dominates the social space and greatly benefits marketers because they capture attention and drive engagement<sup>2</sup>:

- Facebook has seen over 50% growth in video viewing
- Purchase intent increases to 72% when videos are watched for more than 10 seconds
- Video captions increase video view time by an average of 12%



Design for the sound being turned off since videos in the mobile feed play without sound.

**Honda Pilot**Sponsored · Edited · ⚙

In this clip from the **Honda Goes Glamping** series, we show you how the all-new 2016 Pilot can help you lose the sleeping bag and sleep like glamping royalty. <http://honda.us/b00>



139K Views

 Like  Comment  Share

508 people like this.

# Drive Traffic From Facebook to Your Landing Page



The image shows a Facebook advertisement for Sylvan Learning. At the top left is the Sylvan Learning logo, followed by the text 'Sylvan Learning' and 'Sponsored'. Below this is the headline: 'Learn more about Sylvan's new Math Edge program—starting at just \$99/first month.' The main visual is a graphic with an orange background. On the left, it says 'Sylvan EDGE' with a green checkmark. In the center is a large smiley face with a green checkmark inside. To the right is a photo of a young girl with blonde hair wearing a blue crown that says 'MATH WHIZ'. Below the photo, it says 'Make MATH Happy!'. At the bottom of the ad, there is a text box that says 'New! Math Edge at Sylvan', 'Kids discover how to learn on their own, d...', and the website 'www.sylvanlearning.com'. To the right of this text box is a 'Contact Us' button. At the very bottom of the ad are icons for 'Like', 'Comment', and 'Share'.

**Facebook Single Image Ads** are a simple way to promote your business. To get the most out of these ads, you should test different call to action buttons to see what works best. There are a wide variety of buttons to choose from:

- Shop Now
- Sign Up
- Contact Us
- Book Now
- Download
- Apply Now
- Learn More
- Watch More
- Donate now



Test different CTAs against the same creative to determine which work the best at driving traffic to your landing pages or vice versa.

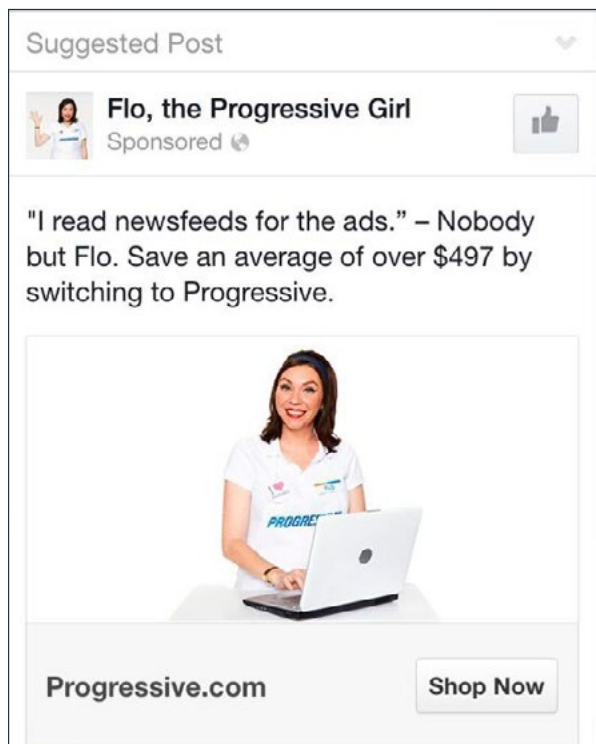


#### **Play Around With Ad Combinations**

Try combining static ads and video ads. Various sequences of campaigns can increase engagement and purchase decisions. For instance, follow your video ad with a static ad (image is identical as video thumbnail) to increase brand exposure and ensure your message makes an impact<sup>2</sup>.

# A/B Test to Determine Optimal Performance

Whether your advertising objectives are website clicks, website conversions, engagement, local awareness, video views, or more, you should always be testing the content of your ads, from the creative to the call to action button. Beyond your ad, your landing pages are also very valuable assets, as they bridge the gap between your Facebook ads and your business. Therefore, you should also test the content on your landing pages to ensure it's helping you achieve your goals. Here are a few key items to keep in mind when conducting an A/B test on Facebook.



## What to Test

### **Creative:**

Images, offers, CTA buttons, headlines, body copy. See what works best at driving web page visitors and call conversions.

### **Audience:**

Interests or behaviors. For instance, test whether or not a certain mobile device user is more likely to click on your CTA button.

## Create a Plan

Take the time to think through your testing plan and continuously work to improve performance. The more you test, the better your ad campaigns become.

## Keep It Simple

Limit your test to 1 campaign as it can have multiple ad sets (target audiences) and multiple ads for each ad set. Testing combinations grow if you split your audience.

# Facebook Targeting Tips to Drive calls

With over 1.6 billion users, it's fair to say that many of your customers and prospects are on Facebook. If they share personal details and interests in their profile, download apps, like pages, or visit websites, then you can target them with relevant ads throughout the customer journey. For even greater targeting, leverage your own data to target custom audiences and lookalike audiences using Facebook's advanced targeting options. These advanced targeting features get you in front of an extremely specific audience. It helps you reach highly-engaged people who are more likely to take action from your ads.



## Demographics

Target audiences based on age, gender, language spoken, education, occupation – even their relationship status. Use ad language and imagery to fit the groups you are targeting.



## Location

Target audiences based on country, state, ZIP code, or radius from your business. You can even exclude audiences by ZIP code and target them with another campaign. Include localized ad language and offers.



## Interests

Spark interaction by targeting people that are interested in your industry or subjects that would suggest an interest in what you offer. Choose from hundreds of categories like music, sports, and shopping.

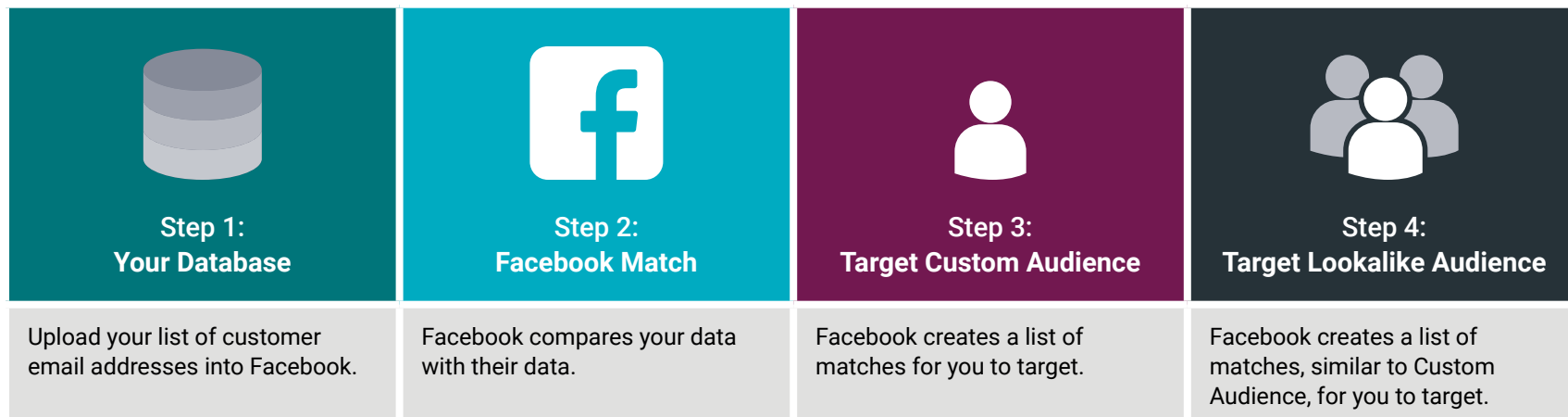


## Behaviors

Target people by the devices they use, their purchase intent, travel preferences, and more. Target by behaviors and overlay demographics, location, and interests to refine your audience.

# Facebook Advanced Targeting: Reach New Audiences

Create a similar audience to target based on your current customers, prospects, Facebook fans, and website visitors. Let's say you want to target Facebook users that look similar to your customers or prospect lists – you can do that. If you want to drive calls from audiences similar to your ideal customers then you would create a custom audience list based off of your customers that have converted over the phone. Then Facebook would find people similar to this audience for you to target.





# Facebook Retargeting: Re-Engage Current Customers and Prospects

Expand your reach and increase ROI by re-engaging your current customers and those that have expressed interest in your product or service. Getting in front of audiences that are already engaged is always ideal. Engaged audiences are much more relevant. Your chances of getting them to convert or become repeat customers will be easier than trying to acquire new customers. Place a Facebook retargeting pixel on your website or app to track conversions from Facebook ads or use your own data to manually create custom audiences to retarget, such as when you're trying to reach people that purchased over the phone.



## Custom Audiences From Your Website or App

Over time, you can build a retargeting list by placing a Facebook pixel on your website or app. Place new ads in front of these audiences that are more specific to the pages they landed on or the types of products and services purchased, inquiries made, etc. Ask them to make another purchase, such as showing a special offer for a product they were interested in or would be interested in.



## Custom Audiences From Your Contact Lists

Let's say you wanted to drive calls. Upload a list of phone numbers or email addresses of customers or prospects that engaged or purchased over the phone. You can create a custom audience list to retarget with ads more personalized to their interests while implementing the Facebook ad tactics designed to help drive calls.

# Takeaways:

## 5 Facebook Targeting Tips to Drive Calls

There are multiple ways you can reach your customers and prospects on Facebook. There are also hundreds of ad targeting parameters. If you want to drive phone calls then you need to put your ads in front of those likely to call. Here are 5 tips to help you optimize your Facebook ads to drive calls.

| ①<br>Location Matters  | ②<br>Focus on Known Callers   | ③<br>Exclude the Negative  | ④<br>Layer Behaviors  | ⑤<br>Use First-Party Data   |
|--|---|--|---|---|
| <p>52% of consumers shopping on their smartphones want a local store or agent to be within 5 miles.</p> <p>Target by specific location parameters, such as 30 miles from your business. Use a local number to clearly identify that you're nearby and use a Call Now button for added convenience.</p> | <p>Get in front of customers with an affinity to call by only showing your ads to smartphone users. Layer on an extra filter targeting people who are known to respond to offers by calling. For instance, QVC and home shopping TV offers by phone.</p> <p>People that make purchases over their smartphone by calling are more likely to click on your ad to call than a person who never purchases over the phone.</p> | <p>Don't focus your marketing efforts on trying to reach people with negative behaviors. If they can't call, like tablet owners, or use non-mobile browsers, you probably don't want to target them.</p> | <p>Further qualify your audience to fine-tune your targeting. Perhaps the user is a dog owner and likes dog-related pages and apps. They're married and add a life event for expecting a baby.</p> <p>If you're an auto dealer then you might target them with ads for minivans or SUVs best suited for dog owners and children. There are dozens of events or preferences that could make a consumer more receptive to your ads.</p> | <p>Retain your current customers by staying top of mind and reaching them on Facebook. Use their profiles to target prospects similar to them. There is more potential to engage with a mirrored audience than an audience that doesn't reflect your current customer base.</p> |

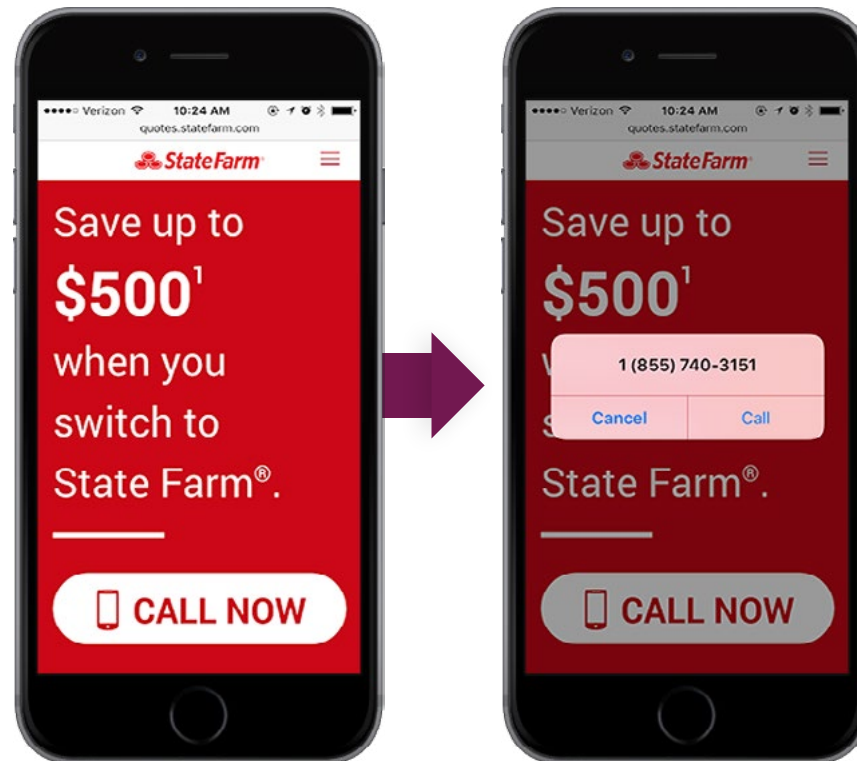
# Landing Page Tips to Drive Calls

Facebook ads and targeting will play a big role in driving calls to your business. If implemented correctly they will capture attention and create engagement, resulting in customers clicking on your ads and being directed to your landing pages. At that point, it's up to your landing pages to drive phone calls.

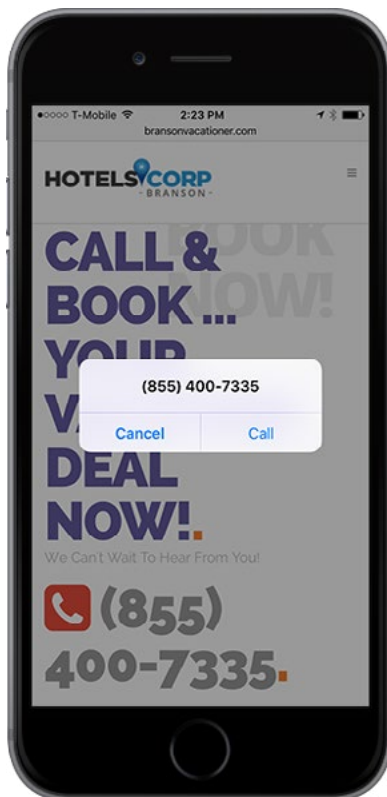
If you're running campaigns to drive calls it's especially important for your mobile landing pages to be optimized to do just that. You want to make it easy for a user to interact with your business (and what's easier than clicking a phone number?). You'll risk losing customers to competitors if you don't make it easy for them to call you.

## Streamline the Mobile Journey

**Optimize for Mobile:** Mobile Facebook ads need to direct Facebook users to a mobile-optimized website that creates a seamless user experience on smartphones. Don't force your customers to zoom their screens until they can read your website.



# Landing Page Tips to Drive Calls



## Make It Easy to Call

### Use Clickable Call Buttons:

Clickable phone numbers and call buttons eliminate barriers to entry for smartphone users. They're easier to find and automatically dial your business for added convenience.

### Clear Call to Action:

Make it clear that you want smartphone users to call your business. Place your phone number or call button above the fold on every page. Even better, make it the only CTA and place it in the middle of the landing page if you're targeting Facebook smartphone users with an inclination to call.

## Make Your Content Personal

### Tailor Content for Local:

If you're targeting local shoppers with your Facebook ads, direct them to a landing page that's customized to them. Include everything from messaging to imagery to the local phone numbers.

## Plan For Future Improvements

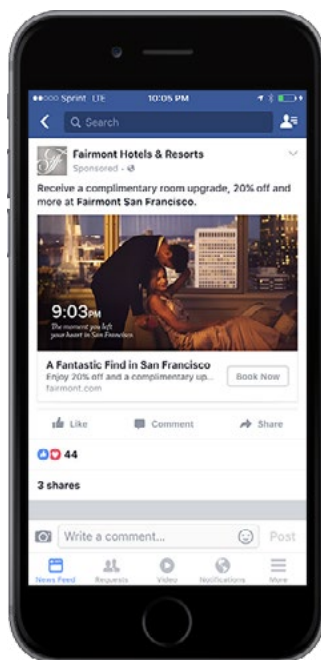
### A/B Test:

Try testing different "Call Now" button CTA colors, button placements, copy, call now buttons vs. web form fills. Also consider testing call now buttons vs. listing the actual phone number. You should always be testing to determine which tactics help increase conversions.

# Learn to Drive Calls With These Real-World Examples

Not every consumer wants to convert and make purchases online. The person that chooses to call is usually further down the sales funnel and has a higher intent to purchase than a web lead. Here are some examples of how different industries benefit from customer calls and how they can use Facebook ads to help drive high quality calls:

## TRAVEL AND HOSPITALITY



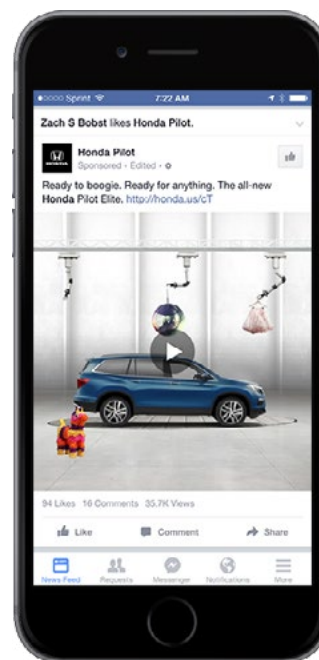
Calls are an important part of the customer journey for hotels, resorts, and cruise lines, where consumers will call 800 numbers, local properties, and agents in order to ask questions and get special deals.

- +** You could target mobile shoppers that are away from their home city with last-minute hotel room deals. These consumers are more concerned about price and tend to book in the evening at nearby hotels. Your mobile Facebook ads should clearly speak to those immediate needs and include a "Call Now" button as your CTA to create urgency.

**44%** of people who booked travel on their smartphones do so by calling<sup>4</sup>

**68%** find it extremely/very important to be able to call to book a hotel<sup>4</sup>

## AUTOMOTIVE



Shoppers calling dealerships are much more engaged and ready to make appointments. Take Paragon Honda in New York as an example: 70% of their phone calls become scheduled in-store appointments.<sup>10</sup>

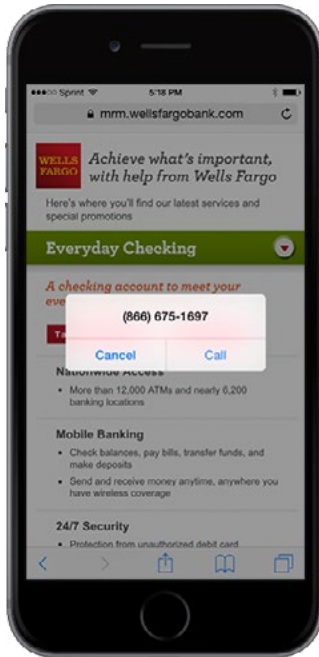
- +** Personalized videos on Facebook capture attention and generate leads. Lexus launched over 1,000 individualized videos for audiences based on location, gender, likes, and car brand ownership. It reached over 11.2 million Facebook users and over 10 million video views.<sup>10</sup>
- +** Try using a video to target local viewers to help drive engagement. They can click through to your landing page for that specific local market to call and schedule an appointment.

**25%** first contact dealerships by calling<sup>8</sup>



# Learn to Drive Calls With These Real-World Examples • • •

## FINANCIAL SERVICES



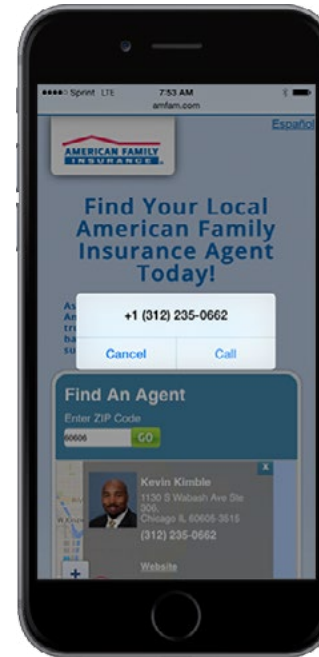
Financial services, such as mortgages, can be complex purchase decisions and shoppers are extremely likely to call. Plus, 67% of mobile shoppers visiting a financial services mobile site or app are looking to make a purchase that day.

**+** Use location targeting to run mobile Facebook ads that promote your local agents and raise awareness. Deals will help incentivize calls. And use a “Call Now” call to action to schedule an appointment.

**68%** find it very important to be able to call a bank while researching a purchase<sup>4</sup>

**62%** of smartphone shoppers want a financial agent to be within 5 miles<sup>4</sup>

## INSURANCE



Many insurance shoppers want to speak to a human being on the phone when they're ready to convert.

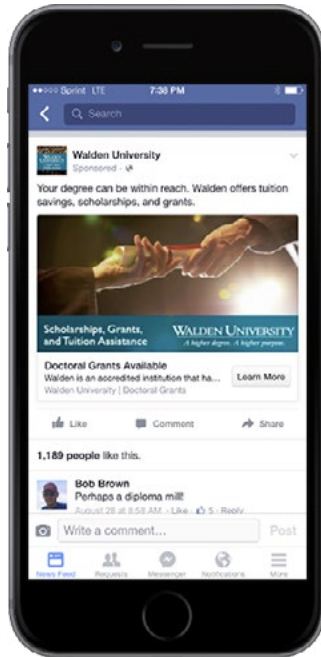
**+** Female shoppers are 12% more likely to purchase insurance over the phone than men. Your mobile Facebook ad campaigns can focus on women, location, and life events where the call to action is a phone call, either through the Facebook “Call Now” button or on the mobile landing page.

**44%** of insurance purchases occur over the phone<sup>5</sup>

**60%** find it valuable to call to purchase insurance<sup>4</sup>

# Learn to Drive Calls With These Real-World Examples • • •

## HIGHER EDUCATION



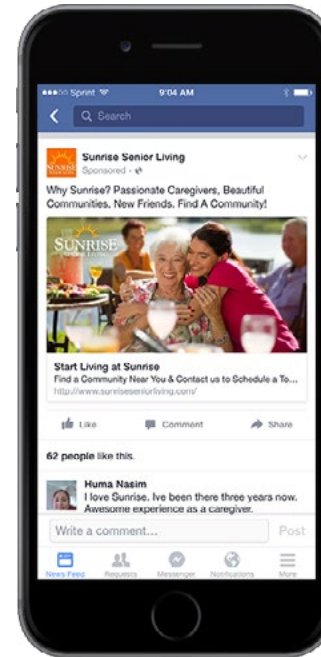
From soon-to-be high school graduates to their parents, phone calls are an important tool in their decision-making process because higher education is often a complex, considered purchase for parents.

- +** Target in-state students with compelling ads that drive them to compelling content, such as a video or your blog. This can help build their interest, and they'll share with their parents.
- +** Don't forget to target the parents with content that helps them justify education costs. They're often the final decision maker and are likely to call for more information, so make sure your mobile ads and landing pages include your phone number and have a call-centric CTA.

**30%** of parents have clicked on a Facebook ad from a college

**75%** of parents say cost is a big factor in where their children attend school

## SENIOR LIVING



96% of adult seniors will move to a local facility and 73% of the adult children make this decision for their parents<sup>11</sup>. With 70% of Boomers on Facebook<sup>2</sup>, it creates a large audience of decision makers to target.

- +** Boomers may research online, but they're going to make this life-changing decision for their parents offline. It's an emotional decision, so make them feel comfortable with the facility or even the idea of placing a loved one in a facility. First, capture their attention online and focus your mobile ads on videos that help eliminate fears by showing the daily life of seniors. And target users near each facility as they want to be near their loved ones.

**54%** of boomers and seniors watch online video<sup>12</sup>

**75%** have taken action to learn more about a facility<sup>12</sup>

# 6 Takeaways to Drive More Calls From Facebook

Let these tips act as your cheat sheet to optimizing Facebook ads to drive call conversions.

|   |  |   |
|---|--|---|
| <b>①</b><br><b>Establish Campaign Objectives</b>  | <b>②</b><br><b>Target Those With an Affinity to Call</b>   | <b>③</b><br><b>Think Local on Mobile</b>  |
| Multiple objectives will be important to the success of your call-centric campaigns. Promote your page to increase likes, boost posts to capture attention, and use mobile ads that spark engagement. To drive calls, mobile ads and mobile-optimized landing pages should have a clear call to action, such as “Call Now for 25% Off” and include a call button. | Don’t promote your ads to a general audience. Use advanced targeting options and gear mobile ads to smartphone users with ideal behaviors, interests, or life events that are relevant to your business. You want people that have a tendency to click through and call.   | Proximity matters for mobile shoppers that will take immediate action. Run campaigns that promote local stores or agents within 30 miles of your audience.  |
| <b>④</b><br><b>Optimize Ads to Grab Attention</b>   | <b>⑤</b><br><b>Continuously Test and Update</b>  | <b>⑥</b><br><b>Always Track Performance</b>   |
| If your content doesn’t capture attention then you’re less likely to drive calls and clicks. Use eye-catching images, videos, clever copy, and clear calls to action. Carousel ads and videos tend to increase CTRs to landing pages.   | Repeat ads bore consumers. Facebook helps you target very specific segments with specific messages, ad creative, and calls to action, so you can easily provide mobile-first users with fresh and relevant content. If your ads aren’t driving call conversions, switch out the ineffective content with something new and test. | You need to know if your ads are creating a desired behavior in order to measure and optimize ROI. Are videos generating clicks? Are call-only ads and landing pages driving calls? Just like you account for clicks, do the same for the calls generated from your Facebook marketing efforts. |

# Why Attribute Calls to Facebook Ads?

Facebook advertising generates calls. As marketers, the only way to measure true ROI and optimize our social marketing campaigns for what's driving the most conversions at the best CPL (cost per lead) is to connect them to both online conversions and call conversions.

## SOCIAL MEDIA ADVERTISING

*Calls Generated<sup>3</sup>*



## Customer Calls Are Your Best Leads

If you only measure clicks then you're missing a big piece of data (in fact, up to **50% or more** of your conversion data)<sup>13</sup>. You need to measure calls the same way you do clicks, especially since calls are valuable leads:

- Calls convert to revenue **10x to 15x** more than web form fills.
- Calls will influence **\$1 trillion** in US consumer spending this year.

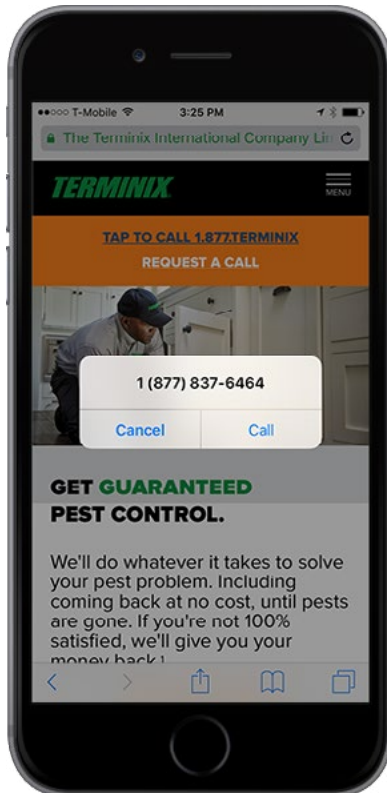
## How Can You Measure Call Conversions?

You can do this with call attribution software, a form of conversion tracking technology designed to help digital marketers optimize for the channels, search keywords, ads, email, web pages, and content that generates the most high-quality calls. For Facebook, for example, it will show you which ads and landing pages drive good calls to your business.

Think of it as a key piece of marketing technology, just like Google Analytics, Salesforce, or Marketo. Except it's responsible for giving marketers visibility into call conversions. This technology even integrates with other marketing tools to help marketers analyze call data next to clicks when working to improve overall marketing campaign performance.

# What Data Can Call Attribution Technology Collect?

Digital marketers can acquire invaluable data from call attribution technology. This data will ultimately help you optimize for the Facebook, search, display, email, and other channels most effective at driving good calls while eliminating the tactics that aren't generating customers. You can accurately measure CPL and allocate budget to boost ROI.



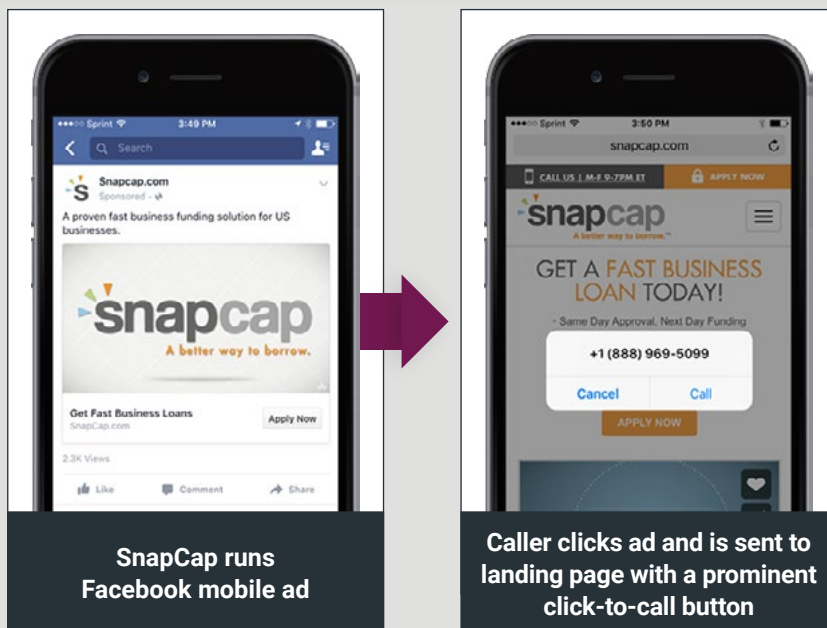
| GAIN COMPLETE CALL INSIGHT INTO EVERY CALL, CALLER AND OUTCOME |                                    |   |
|--|------------------------------------|---|
| What Drove the Call  | The Call & Caller                  | The Conversation                              |
| Marketing Channel & Campaign                                   | Caller's Name & Past Call Activity | Location or Agent Called                      |
| Ad Variation   | Phone Number                       | Call Duration                                 |
| Search Keywords  | Geographic Location                | What Was Said                                 |
| Webpages Viewed Before & After Calling                         | OS & Browser                       | Did that Marketing Source Drive a "Good" Call |
|  | Day & Time of Call                 |   |



# SMB LENDER SNAPCAP GETS **30% MORE CUSTOMERS** CALLING FROM FACEBOOK WITH DIALOGTECH

- SnapCap offers small business owners a better way to fund their businesses by providing a fast, personalized, and hassle-free lending experience.
- Using DialogTech to attribute and analyze calls from Facebook, search, and display advertising, SnapCap's marketing team optimized performance to drive 30% more call conversions in just 4 months - all while cutting cost per lead.

## The SnapCap Facebook Customer Path



SnapCap is a new kind of small business lender, built on the simple idea that lending doesn't have to be complicated. To promote SnapCap's services, their marketing team uses digital marketing, including Facebook, search, and display advertising. The goal is to get businesses in need of capital to either fill out an online application or call.

"For us, the phone call is the most valuable conversion," says Mack Johnston, SnapCap Data Analyst. "DialogTech's call attribution platform shows us which marketing source drove every call, so we can allocate budget to the keywords, ads, and channels driving the most calls and customers."

By integrating DialogTech's call attribution data into Google Analytics, SnapCap gained a complete understanding of what was driving both online applications and phone leads from their Facebook marketing efforts. These insights help them improve how they allocated budget towards social marketing on Facebook as well as PPC. They were able to optimize their budget for the channels, ads, and keywords that drove the most calls and customers.

"We've optimized our digital marketing to drive 30% more call conversions without increasing our cost per lead."<sup>14</sup>

# Fill the Hole in Your Marketing Attribution

Next to securing budgets and meeting business goals, measuring and proving ROI is the biggest struggle for social media marketers. Taking steps to evaluate Facebook ROI is extremely important.<sup>15</sup>

Conversation is a natural part of the customer journey, and your marketing is driving call conversions and conversations. Marketers that attribute phone calls in addition to clicks will find more success in understanding what marketing tactics effectively drive customers to convert offline in addition to online. The more data you have at your fingertips, the better equipped you'll be to optimize your campaigns and improve ROI.

|   |   |  |
|---|---|--|
| <b>Close The Loop</b>   | <b>Optimize Your ROI</b>  | <b>Prove Your CPL</b>  |
| Attribute every conversion to the appropriate marketing source.   | Pursue the Facebook marketing tactics that actually drive results, both online and offline.                                       | Show how your Facebook ads and landing pages drive results, both online and offline.   |
| <b>Gain More Insights</b>   | <b>Help Your Sales Team</b>   | <b>Stay Ahead of Your Competition</b>  |
| Learn how your customers prefer to engage with your business. Understand what words and phrases customers actually speak. See if sales staff are using the right script or mentioning promotions. | Pass the marketing source of every caller to your sales staff before they answer the call to help them have better conversations. | Call attribution gives you insights into what marketing tactics drive calls. Use this data to create the best personalized and user-friendly experience for those that prefer to call. If you don't then you risk losing customers to a competitor that does it better than you. |

# NEXT STEPS

Now that you've learned how to leverage Facebook ads to target mobile-first consumers and drive more calls, the next step is making sure you have the proper attribution technology in place. DialogTech's call attribution technology can help you accurately measure Facebook and marketing CPL and improve your ROI. It shows you which channels, ads, keywords, and campaigns to invest in to drive the most customers.

Want to learn more about DialogTech's call attribution technology and how it can help you? Give us a call at **844.561.8735** or visit **dialogtech.com** to learn more. We've only just scratched the surface with this Facebook guide. We'll help you understand how marketers like you are driving more calls and customers from Facebook and how to best implement call attribution software for your business.

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## About DialogTech

DialogTech provides the only platform for end-to-end call attribution and conversion essential for data-driven marketers. DialogTech's platform solves one of the most pressing challenges in today's mobile-first world by eliminating the black hole inbound calls create in understanding true marketing performance. And as marketers face mounting pressure to drive not only leads but revenue, DialogTech's platform empowers marketers with the call attribution data needed to confidently invest in campaigns that drive calls, as well as the conversion technology necessary to convert callers into customers.

DialogTech serves as a strategic partner to over 5,000 enterprises, agencies, and fast-growing companies across a wide variety of industries.

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