

CallRail



Advanced PPC
quick wins for
agency marketers

Introduction

Agency life is fast. Really fast.
Especially when you are on the
paid media and advertising team.

The Google pay-per-click (PPC) space,
specifically, is growing more competitive
on a daily basis for agency advertisers
hoping to prove return on investment (ROI)
for their clients.

Clients are no longer looking for vanity
metrics like clicks, and instead are favoring
more bottom-of-the-funnel metrics,
such as qualified leads and inbound calls.
To help with your fast-paced day and the
pressure to get results, here is a skimmable
handbook of four ways you can get
quick wins for your client today.



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QUICK WIN ONE

Lead generating ad copy

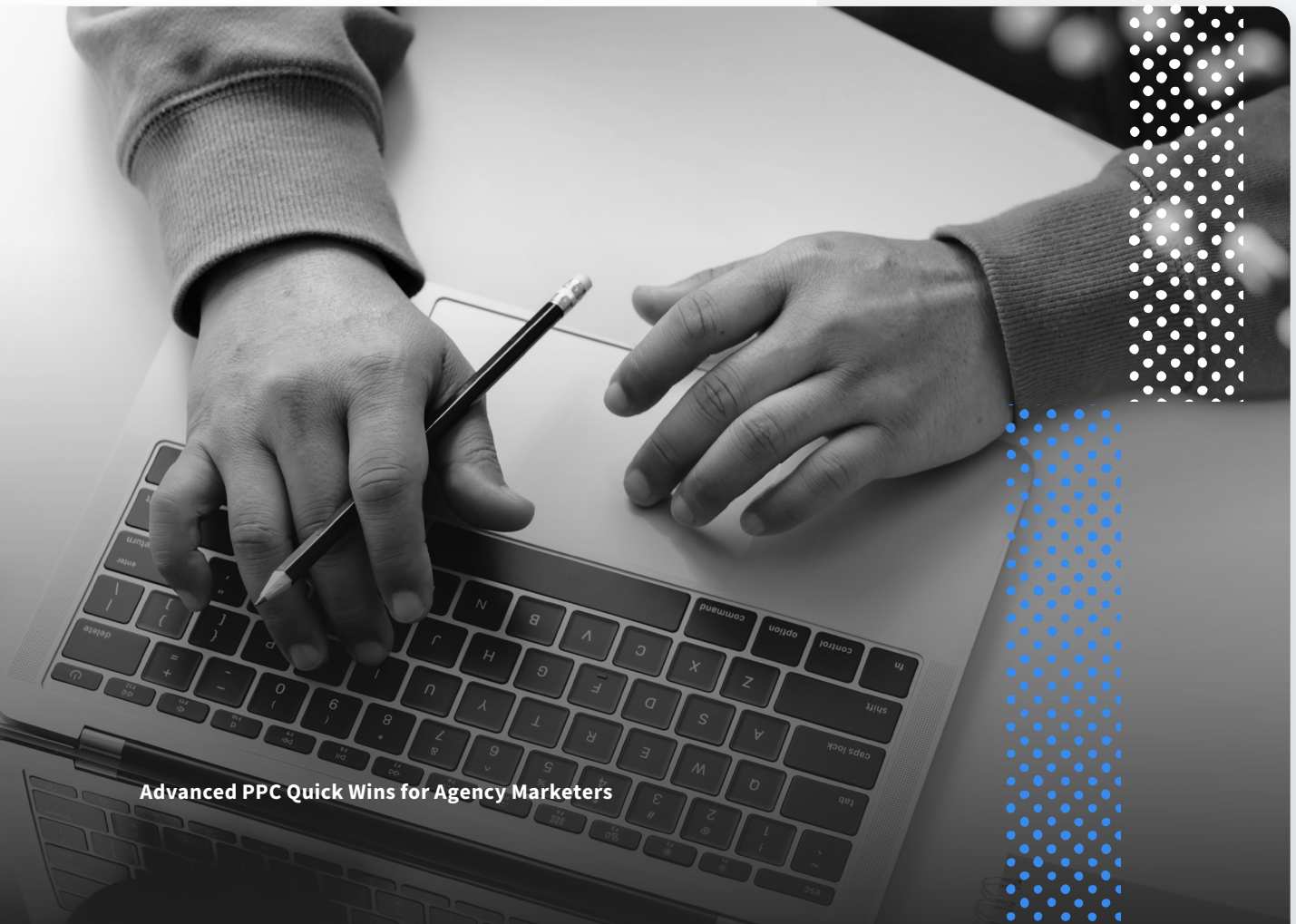
Your ad copy may be the first interaction a prospect has with your client's business. Given that ad copy must be concise, it must pack a punch. Check out this small but mighty checklist to make sure you hit your client's ad copy out the park every time.



**click here to see how
small businesses can compete
with big brands on PPC**

Audit your ad copy with this small but mighty checklist:

- ☒ An attention-grabbing headline
- ☒ Your client's unique selling proposition (USP)
- ☒ The audience's wants and desires
- ☒ A clear call-to-action



Here is an example created by an agency for a client in the legal sector:

The diagram shows a PPC ad with several annotations. At the top, three blue circles with checkmarks point to the headline, the USP, and the CTA. At the bottom, three blue circles with checkmarks point to the audience's wants/desires, the CTA, and the audience's wants/desires.

Annotations:

- Attention-grabbing headline
- Your client's USP
- Clear call-to-action
- The audience's wants/desires
- Clear call-to-action
- The audience's wants/desires

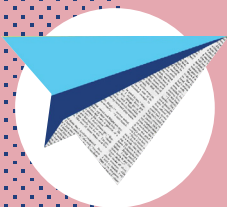
Ad Copy:

Serious Accident At Work | No Win No Fee | Receive A Quick Quote Online

[Ad] <https://www.callrail.com>

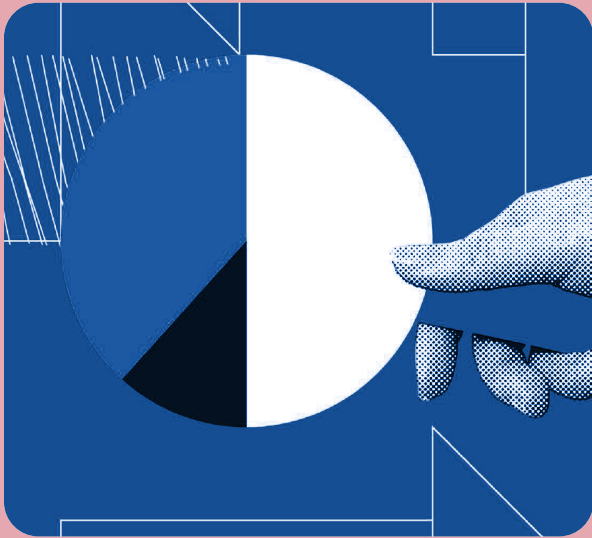
Have You Suffered Due To A Work Accident In The Last 3 Years? See How Much You Could Claim. Work Injury Solicitors Offering Confidential Legal Advice. Get In Touch Today.

[See more examples](#) >>



Dive deeper:

- [PPC ad copywriting tips](#)
- [How to write successful call-only ads that earn more prospects](#)



QUICK WIN TWO

Retargeting call campaigns

If your client wants you to keep their phone lines ringing, retargeting campaigns are the fastest way to ensure that you are making the most of their budget by serving ads to an audience you already know is interested.

Here are some tips:

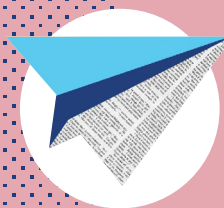
- 1.** If you haven't already, start retargeting people who view middle-of-funnel and bottom-of-funnel pages on your client's site but don't convert.

If these are low traffic pages and you don't have time to wait for an audience to build, you can test an audience you already have set up, or start building an audience for the highest-trafficked pages on their site while you wait.
- 2.** Create "call-only" retargeting ads with your tracking number. Remember, you have less real estate on these ads for copy — only two 35-character lines.
- 3.** Schedule ads and adjust bidding for your client's business hours to make sure calls are only coming in when someone is available to answer the phone.
- 4.** Use call quality reports (like those from CallRail) to see how effective the ads are.

The ebbs and flows of the year's call volume were similar across most industries. Industries have since not only recovered, but have also seen higher call volume than before the pandemic. From April to July 2020, call volume growth for advertising and marketing had risen by 79%.

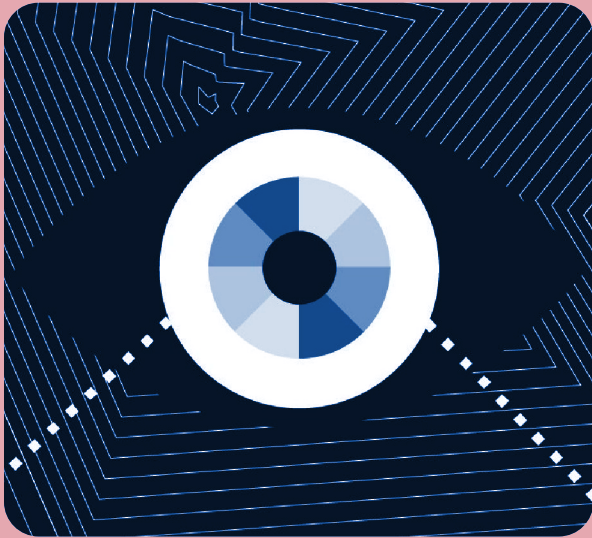
[Share the full report with your small business clients](#) >>

click here to learn about Google Ads call tracking and how it improves your PPC campaigns



Dive deeper:

- [Retargeting for call-only campaigns: Here's how it's done](#)



QUICK WIN THREE

Bid automation

If you find yourself spending too much time manually managing your clients' budgets in Google Ads, bid automation could be the solution to your time management woes.

Remember: Automating your bidding doesn't mean you can set it and forget it. Keep an eye out for anomalies, such as issues with pixels that interfere with data or seasonality that needs to be excluded from machine learning.

[How one digital marketing agency identified and diverted 43% in wasted ad spend >>](#)

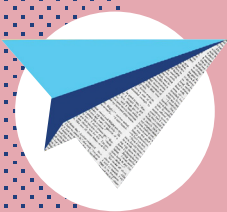


click here to learn why you should bid on your own branded terms in PPC

“

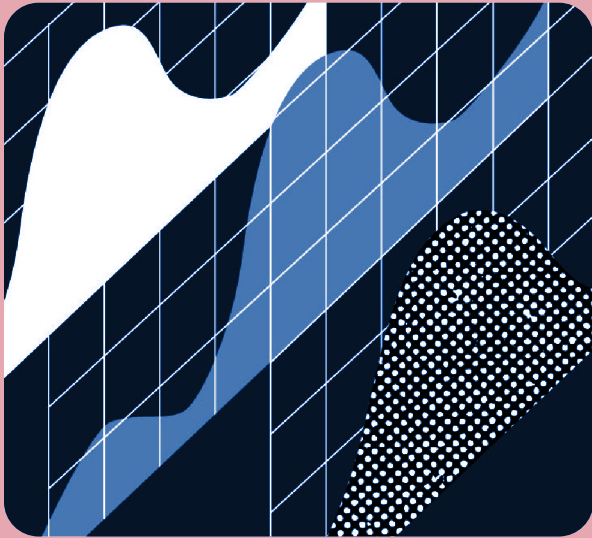
“Bid automation takes into account numerous bidding signals that aren't visible to advertisers and uses machine learning to set appropriate bids. For example, advertisers can set bid modifiers for the time of the day, but not the browser that the searcher is using.”

[Matt Umbro, Associate Director of Search at Hanapin Marketing](#)



Dive deeper:

- [Understanding PPC automation](#)



QUICK WIN FOUR

Easier reporting

The best way to show the ROI of your efforts to clients is through reporting. You can't assume that your clients are logging into Google Ads regularly — so you need to make it as easy as possible for them to see the results of your efforts.

Using a tool like Databox helps you connect data from advertising platforms to the customer relationship management (CRM) system where clients qualify their leads. Plus, you can schedule your reports to send on a daily, weekly, monthly, or quarterly basis. Just set a reminder to add in specific notes if you want to give context and next steps.

Here's an example:




Reporting in CallRail

You can also view this information right in CallRail.

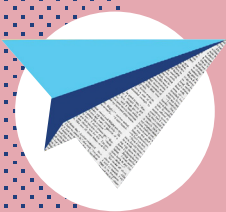
Our reporting tools are built to sort, filter, and give insights for calls, texts, chats, and form submissions so you can dive deeper into how interactions from your PPC efforts are performing and even compare to other channels.

5 CallRail reports that can help you fine-tune your PPC efforts

- Channel attribution
- Date and time reports
- Agent-specific reports
- Custom tagging reports
- “One-at-a-time” call logs



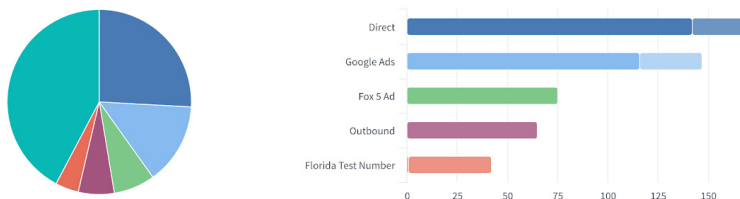
click here to check out our other reporting support articles



Dive deeper:

- [PPC reporting: The key metrics you need in every report](#)

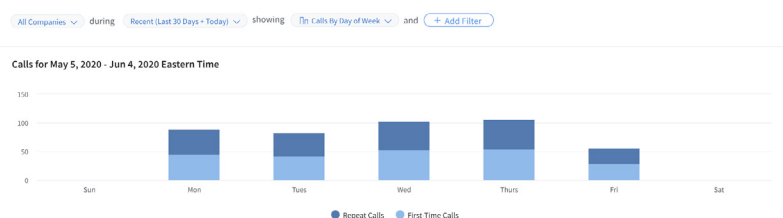
Calls for Dec 4, 2019 - Jan 3, 2020 Eastern Time



Channel Attribution

To help you gauge how PPC campaigns are performing compared to other channels

Calls By Day & Time



Calls by Date & Time

To help plan your ad spend and schedule

Total Calls for Apr 28, 2020 - May 28, 2020 Eastern Time



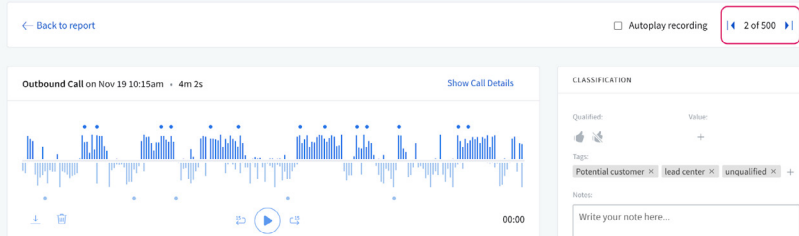
Total Calls for Apr 28, 2020 - May 28, 2020 Eastern Time



Calls by Custom Tags and Keywords

To help you identify new keywords that prospects are using on the phone with agents

Call Log - One At A Time



“One-at-a-time” Call Logs

To help you dive deeper into high quality calls to improve the quality of your lead gen



CallRail



About CallRail

CallRail is a leading marketing platform that helps businesses like yours accelerate growth.

CallRail gives you tools to market smarter, drive more quality leads, centralize communications, and turn leads into customers.

Call Tracking, Form Tracking, and Conversation Intelligence reveal insights across touchpoints along each customer's journey. Lead Center helps you connect with customers on their terms, with a unified inbox and integrated communication tools including softphone, text, and chat.

Top-ranked on G2, over 175,000 businesses worldwide trust CallRail's straightforward, powerful marketing platform to accelerate and sustain growth.

For more information, visit www.callrail.com.

Plug into your free trial →