TURNING MARKETING CHAOS INTO MARKETING CLARITY

HOW TO FIND OUT WHAT MARKETING WORKS

WHATCONVERTS

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THE PROBLEM: MARKETING CHAOS

There's one big question every business owner has about marketing:

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"How do I know if it's working?"

If you don't know, you may have a problem known as, "marketing chaos." Marketing chaos prevents businesses from answering important questions, like:

- If I spend more on marketing, can I get more leads?

- Do Google Ads create more ROI than Facebook Ads?

- Am I overspending on marketing?

Marketing chaos prevents businesses from moving forward with confidence — and from identifying successful marketing campaigns.

When you don't know which campaigns work, you waste time on unproven campaigns. When you don't know the return on investment (ROI) of your marketing campaigns, you can't plan for the future or assess the past.

THE SOLUTION: MARKETING CLARITY

The good news is, there is a solution to marketing chaos. The solution allows businesses to clearly see which marketing channels work. Think of this solution as, "marketing clarity."

When you have marketing clarity, you know which marketing channels deliver qualified, valuable leads. You know every detail about every lead from every marketing campaign; revealing which campaigns deserve more spending and which don't.

Marketing clarity means knowing the ROI of every marketing campaign. It means knowing how much you spend to earn each qualified lead, and how much revenue each of those leads is worth.

Marketing clarity is the ability to understand which marketing channels are worthwhile, so you can answer questions like:

- ***Which channels drive leads?***
- ***Which campaigns drive valuable leads?***
- ***Which channels simply don't work?***

Businesses achieve marketing clarity by taking a lead-first approach.

Think of marketing clarity as a three step process:

1. CAPTURE
2. ORGANIZE
3. INSIGHTS

By following this process, businesses can find out which marketing channels work, and marketing teams can double down on their most effective campaigns.

Marketing clarity opens up new possibilities for your business:

It allows you to look back a few months and see how many live chat leads turned into customers. It allows you to track the amount of revenue that came from people who clicked on a Google Ad and then called a number on a specific landing page.

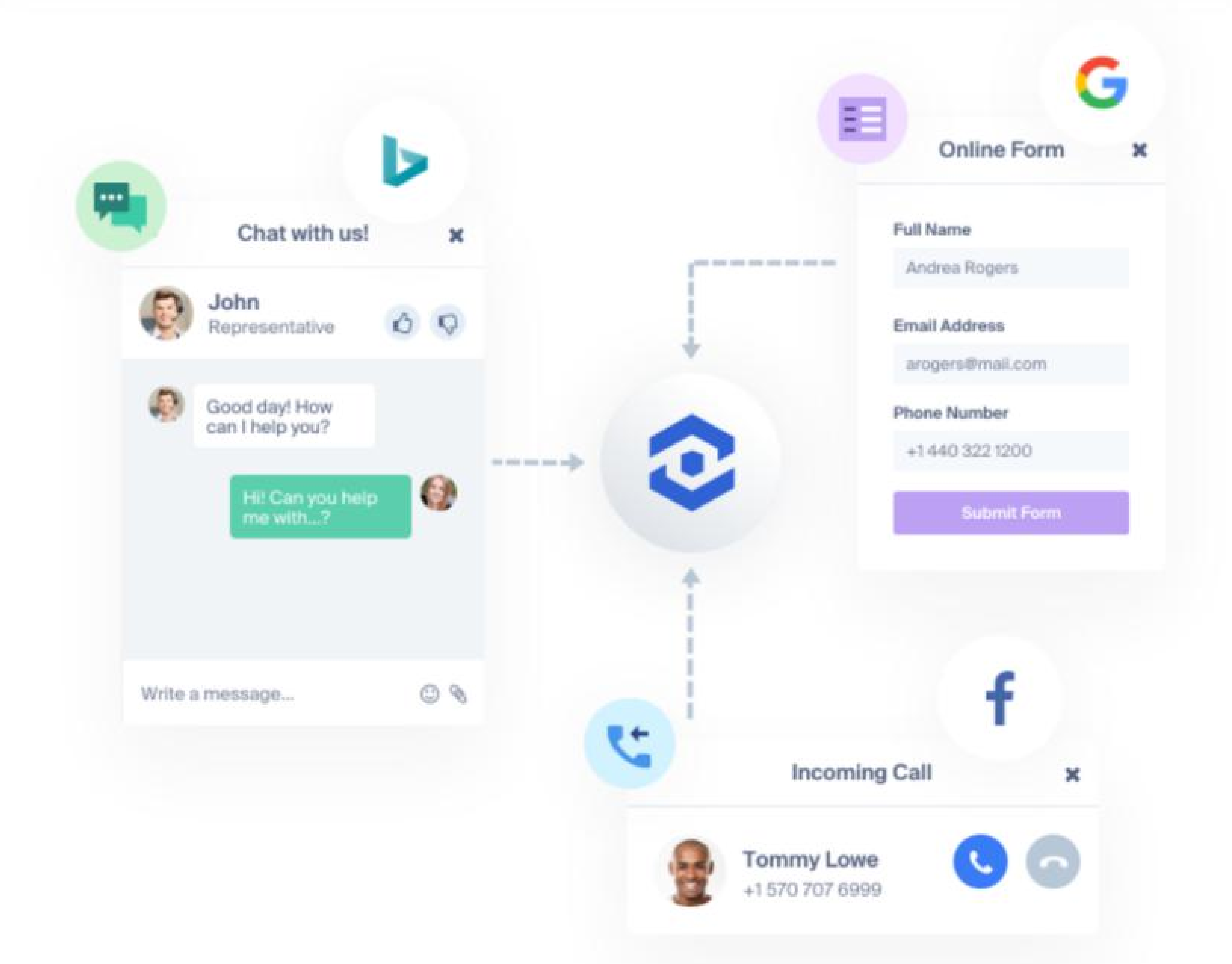
Ultimately, it allows you to see how well your marketing drives qualified, valuable leads.

MARKETING CLARITY STEP 1: CAPTURE

A recent study found that **54 percent of marketers don't know if their marketing technology investments are producing tangible business value.** That could be because too much marketing technology focuses on vanity metrics; marketing metrics that don't directly impact sales such as impressions, page views, and bounce-rate.

The marketing metric that has the biggest tangible business value? That would be leads.

The path to marketing clarity starts with a single step; a commitment to capturing complete information about every lead. After all, a lead is more than just a conversion.



54 %

of marketers don't know if marketing technology produces tangible business value.

To capture the complete lead, you must capture the who, where, how and what;

- *Who are they?*
- *Where did they come from?*
- *How did they get in touch?*
- *What do they want?*

The second question, "how did they get in touch?" is especially important. It's referring to conversion actions. In order to capture every lead, you need to be able to track every type of conversion action:

- *Phone calls*
- *Form fills*
- *Online chats*
- *eCommerce transactions*

According to an eMarketer study, only 10 percent of marketers say that they're capable of associating all their conversion events with responsible marketing channels.

When businesses fail to track every type of conversion, they work with incomplete data. Incomplete data leads to uninformed decisions.

If you have detailed information about every lead, you can organize, qualify, value and uncover trends in the lead data. The more information you capture up front, the more insights you'll see in the final marketing reports. All this data can be a huge differentiator; just **16 percent of businesses use marketing analytics to inform their marketing strategy.**

This first step builds the data foundation upon which you'll base all your marketing reports.

MARKETING CLARITY STEP 1: CAPTURE

PHONE CALLS

You won't know what marketing works until you know what marketing converts. You won't know what marketing converts until you can capture every type of conversion, including phone calls — an offline conversion that often gets missed by marketing analytics tools.

For some local businesses, phone calls are the most important type of conversion. The numbers back this up:

- ***Calls end up converting 10x more often than web conversions such as forms and chats.***
- ***Phone calls can represent 35% to 70% of conversions.***
- ***Call leads spend 28 percent more than people who contact companies other ways.***

Calls represent the most valuable type of conversion; the kind that's likely to result in a qualified lead.

10%

Phone calls are 10x more likely to result in sales than form-fills and chats are.

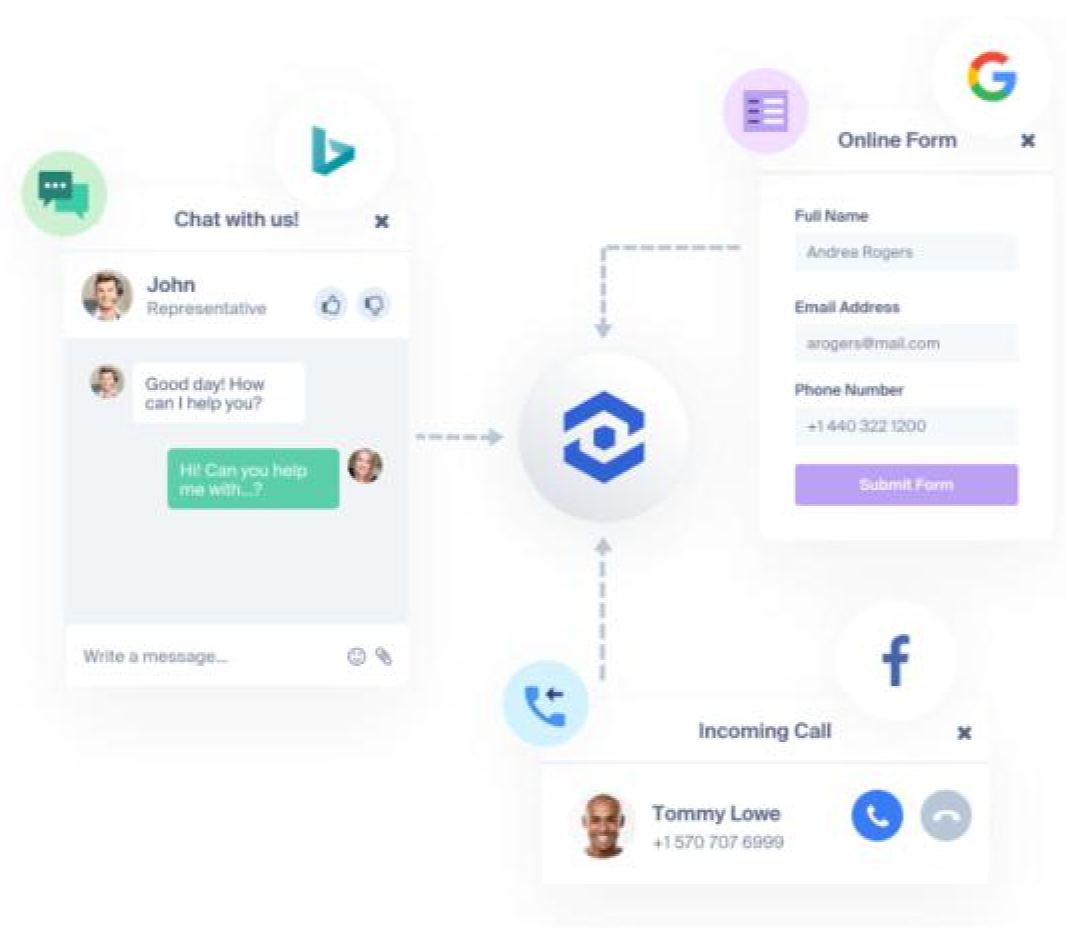
Capturing the complete lead for a phone call conversion means capturing the data behind the call, including:

- *Source*
- *Campaign*
- *Keyword*
- *Lead Page*
- *Landing Page*
- *User Based Data (IP Address, Browser, and Device)*

Businesses that can track calls — in addition to form-fills and chats — can track every lead back to the marketing channel responsible for that lead. If you can't track every type of conversion back to the marketing channel responsible, it'll be tough to figure out which marketing channels work.

In the previous section, we mentioned that many marketers don't make data-driven marketing decisions. Why is that? **54 percent of CMOs say their main challenge to successful data-driven marketing is a lack of data quality and completeness.**

Call tracking helps marketers compile all possible data and make decisions based on complete information. Without call tracking, businesses can't account for phone call conversions when analyzing where their leads came from. Without call tracking, businesses make decisions based on incomplete information — a problematic process for any data-driven marketing department.



CALL TRACKING IS BECOMING A COMMODITY

Professionally-designed websites used to be a major differentiator for brands; now, anyone can create a good looking website. Call tracking used to give marketing teams a competitive advantage. Now, most businesses that need it have it, and the competitive advantage comes from taking call tracking a step further.

Businesses can gain a competitive advantage by integrating call tracking data with all other lead data, such as lead data from forms and chats. That means moving beyond just call tracking software, and working with a complete lead management tool.

Call tracking software tells you that a potential lead called and which marketing channel the lead came from. A complete lead management tool gathers more details; allowing a business to qualify leads, tie marketing information to individual customers and measure marketing effectiveness to see which channels grow sales.

Call tracking is necessary, but it's only a differentiator if the phone call leads are integrated and organized with other leads from form-fills, chats and eCommerce. The call data must be a part of an overall lead management platform that organizes leads, churns out insights and brings clarity to a chaotic marketing picture.

ACTION STEP

Add call tracking to your site to capture call leads with detailed marketing data.

MARKETING CLARITY: STEP 1: CAPTURE

FORM-FILLS

How much information do you capture about your form-fill leads?

Maybe you can gather surface level information; you know that leads are coming in via form-fill, and if you've gone a step further, you may have set up custom code to see which marketing channels each lead came from.

Now imagine taking it even further. Do you know if the leads are qualified, or the sales value of all your form-fills from the past month?

Marketing teams want credit for leads that come via landing page form-fills. To get credit, the marketing team must be able to not only capture the leads, but also identify whether or not those leads are qualified.

To do this, the team must capture background information attached to each form-fill lead — creating a complete lead that can enter the CRM with marketing data and lead value information attached.

As with call tracking, form-fill lead capture is only useful if you can capture every detail about every lead, and organize leads with all other conversion types.

ACTION STEP

Capture form-fills with WhatConverts for clarity on which campaigns deliver the best leads

MARKETING CLARITY: STEP 1: CAPTURE

CHATS

Chat conversions are inherently digital, which means it's easy to capture data from chat leads. Online chats have transcripts which give marketers all the information they need to qualify and value different leads. Most of the necessary information is right there in the chat.

Still, chats are just one type of conversion action, along with calls, form-fills and eCommerce transactions. Marketers benefit from keeping all these leads together in one place.

Marketers also benefit from tying the marketing data to each chat lead, and then organizing all leads in one place — allowing the team to analyze chat leads alongside phone call leads, form-fill leads eCommerce transactions.

ACTION STEP

Capture the marketing responsible for chats, the friction-free way to turn visitors to leads.

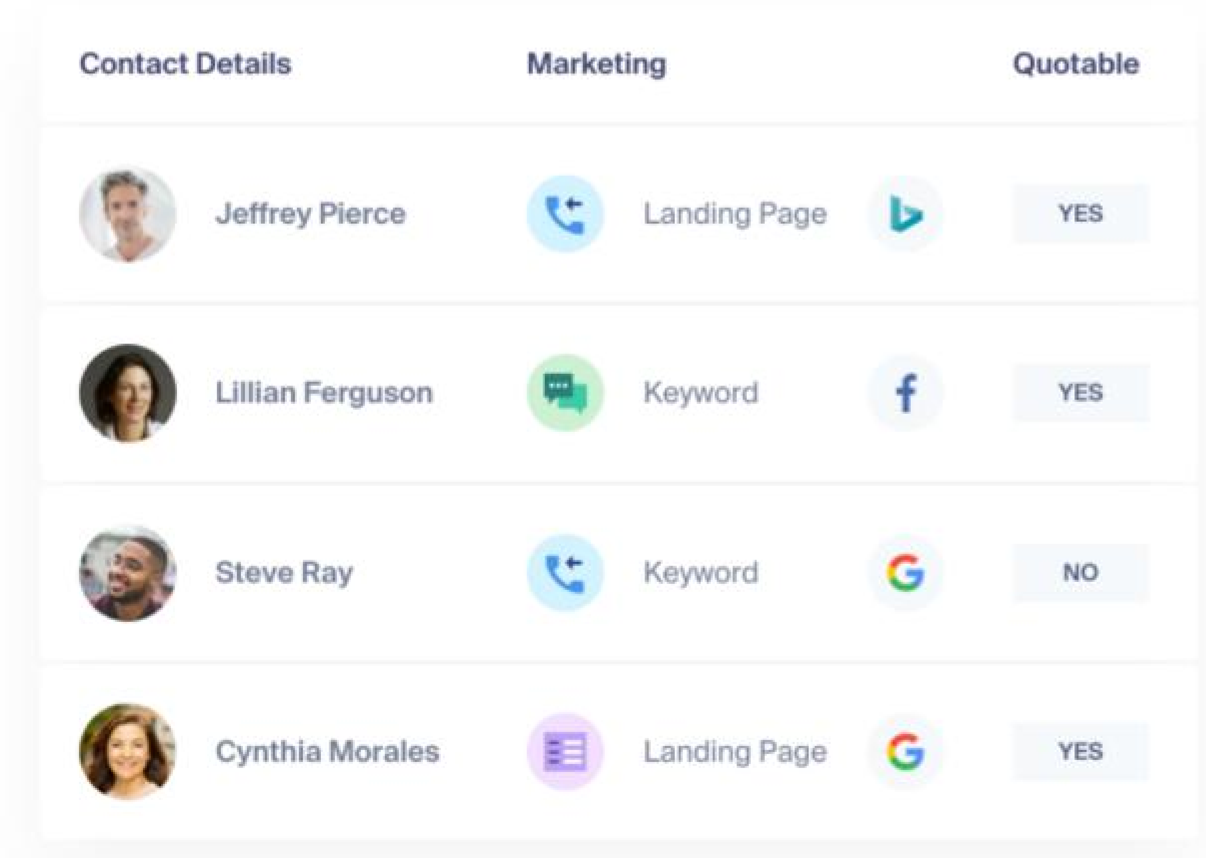
MARKETING CLARITY
STEP 2: ORGANIZE

We've covered step one; capture. Once a business is capturing every conversion, every lead, and all the data surrounding each lead, it can get organized.

Whether you're a Chief Marketing Officer, a business owner or an entry-level digital marketer, you need to be able to sort and filter the lead data that your marketing campaigns generate.

That means sorting leads into different categories. You should be able to sort leads based on different data points such as:

Marketing source responsible for the lead
Landing page the lead came to
Type of conversion that occured
Estimated value of the lead
Final sales value of the customer



If a marketing team can organize leads based on these data points, the team can quickly identify which leads are good, which are bad, and which are worth the most money to the company. The team will be able to easily figure out which campaigns are working and deserve more spend moving forward.

No matter how much marketing data you capture, the data is only useful if you can organize it to compare marketing channels. **According to a survey of Chief Marketing Officers, the two biggest benefits of data-driven marketing are speed and accuracy**. If you can organize your data, you can answer your marketing questions quickly and accurately.

ACTION STEP

See where all your leads come from with *Leads by Marketing Source* reports.

MARKETING CLARITY STEP 2: ORGANIZE

LEAD QUALIFICATION

The organization stage is where you can disqualify leads. Without detailed lead data, you can't see which leads are real, and may end up with skewed lead data.

Qualifying leads lets you clear up the most confusing questions about your marketing campaigns:

Was that call a real lead, or was it someone trying to sell you something?

Did that form-fill lead want to buy your most expensive products, or were they just looking for the cheap stuff?

Is this lead coming from a company that my business is able to serve?

ACTION STEP

Qualify your leads for deeper insights into your best marketing

32%

of B2B marketers say "lead quality" is one of their biggest challenges.

If you can see specific details of how each lead found you, and who they are, you can easily qualify or disqualify individual leads. After all, leads are real people — not just data points.

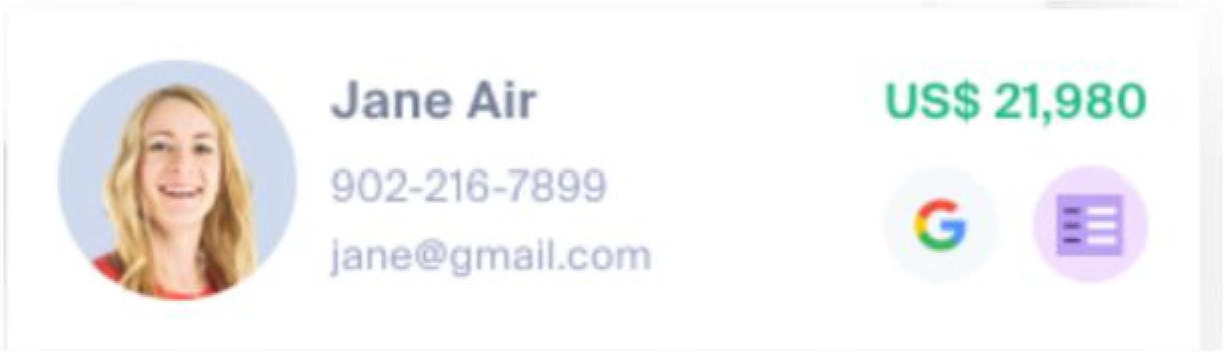
According to MarketingSherpa, **61% of marketers send all leads to sales, when only 27% of those leads will actually be qualified.** The question that you, as a marketer, have to answer, is "is this person likely to turn into a customer?" If they are, they're qualified. If they aren't, don't bother passing them on to your sales team, clogging up the sales pipeline and skewing your marketing data.

If you don't disqualify leads, it will look like your business is failing to convert a high percentage of leads into customers. Nobody likes to give up on a lead, but filtering out the bad leads will help bring clarity to your marketing picture.

According to SalesForce research, **32 percent of B2B marketers say "lead quality" is one of their biggest challenges**. To solve this challenge, your business must have a proper lead qualification framework in place. Leads must meet specific criteria before they're passed along as qualified leads. That criteria unique to each business' ideal customer. The lead qualification framework will allow you to clearly measure your marketing effectiveness by identifying the channels that drive the best leads, not just the most leads.

In addition to helping the sales team, the ability to qualify leads — through simple feedback — strengthens your marketing data. When you're creating reports with concrete lead details, you can be confident in your marketing results.

MARKETING CLARITY
STEP 2: ORGANIZE



LEAD VALUE

Your most effective marketing channels aren't necessarily the channels that generate the most leads. The best marketing channels generate the most valuable leads in terms of sales value. You might have a Google Ad campaign that drives just 20 leads each month, but if all 20 of those leads convert, or have the potential to result in high revenue sales, that campaign is a huge success.

To tie actual sales value to leads, you must integrate your marketing tracking tools with your CRM. By attaching marketing data to lead data and keeping it attached as the lead moves through the CRM, you can gain insight into your marketing and sales process.

Once the lead turns into a customer — and has an actual sales value — you'll be able to track that lead back to the original marketing source, calculate campaign ROI and see which marketing channels drive the most leads that turn into high-value sales.

Lead value is a hard number that ties marketing to sales and can prove marketing ROI. Different businesses will use different methods to assign value to leads:

- A subscription-based SaaS company might value leads using customer lifetime value.

- A dentist, spa, or other appointment-based service might value leads based on the cost of the appointment.

- A landscaping company might have to use customized numbers based on the quotes requested by each lead.

Focus on the marketing channels that drive high-value leads; the long-term customers, customers who want your more expensive products and services, or customers that have a large budget to work with.

Once you're focused on lead quality and lead value, it's easy to block out the marketing noise — such as vanity metrics — and accurately measure how marketing impacts your business' bottom line.

ACTION STEP

Add lead value for accurate ROI from your marketing efforts.

MARKETING CLARITY STEP 3: INSIGHTS

The final step is the culmination of all your capturing and organizing You've captured detailed information about every lead. You've organized that data, qualifying leads and assigning sales value. That's a lot of good data, and good data leads to great reports.

The most insightful reports are based on detailed lead data.

Lead-based reports reveal which marketing channels deliver qualified leads, and leads are fuel for sales. The more information you capture about each lead, the more you'll know about how you're getting sales.

Don't just track the number of conversions, track the lead capture data behind each individual conversion.

Let's say you run dozens of Google Ads. If you can capture every lead detail, you'll be able to produce reports that show where each lead came from, the keywords that led to the call, chat or form conversion, and the amount of money each campaign generated vs. the cost of the ad.

Standard marketing reports — like Google Analytics reports— just provide clues about which marketing campaigns work. Detailed lead reports reveal precisely which marketing campaigns work.

These types of lead reports are extremely insightful because they don't show vanity metrics. Too many marketers make the mistake of reporting on things like impressions, click-through-rate and bounce-rate. It's hard to make the connection between bounce-rate and your bottom line; it's easy to understand how marketing drives leads, and how leads drive revenue.

Insightful lead reporting requires a tool that can capture, organize and extract detailed insights. When these reports are backed by quality data, they can show businesses how to optimize marketing spend.

MARKETING CLARITY
STEP 3: INSIGHTS

LANDING PAGE REPORTS

Let’s say you want to find out if a landing page that you recently developed is working. Maybe it’s a page about a new product, or maybe you’re A/B testing different landing pages.

Landing page reports can help you do a number of things, including:

- *Prove the value of a content strategy*
- *Identify the pieces of content that generate the most leads*
- *Optimize organic search efforts based on which landing pages drive the most conversions*

WhatConverts allows you to generate a report that shows how many leads discovered your business as a result of that landing page.

You can then filter that report to show how many phone calls (or chats, or form fills) came from that landing page, see the contact info for each lead and even play the call recording for each of those leads.

MARKETING CLARITY STEP 3: INSIGHTS

ROI

More than **80 percent of marketers say they can't measure how their marketing impacts their business.** The only way to prove how marketing impacts the business is by drawing clear connections between your marketing efforts and the business' sales efforts.

If you can prove how many qualified leads came as a result of your marketing, and you know the value of lead, you can calculate the ROI of your marketing efforts. That's one of the most important insights a business can uncover.

When you know exactly which marketing channels work, you can calculate the exact ROI of past campaigns and accurately forecast the ROI of future campaigns. So why don't more marketers do this? Only 21 percent of marketers say they can measure marketing ROI for all their marketing engagement.

80 %

of marketers say they can't measure how their marketing impacts their business

Some marketers struggle with this because it's impossible to calculate ROI without reports that show lead quality, lead detail, and lead value. If you can calculate the value of a single lead, you can explain how many potential sales your marketing is driving, and prove your marketing effectiveness.

WIth sophisticated lead tracking, management and reporting tools, marketers can calculate marketing ROI down to the cent. It all depends on how your marketing tracking systems are integrated with your CRM. **More than half of marketers believe CRM reporting tools and marketing analytics tools are the two technologies most critical to their marketing efforts.** With that in mind, it makes sense to integrate the two critical tools.

MARKETING CLARITY
STEP 3: INSIGHTS

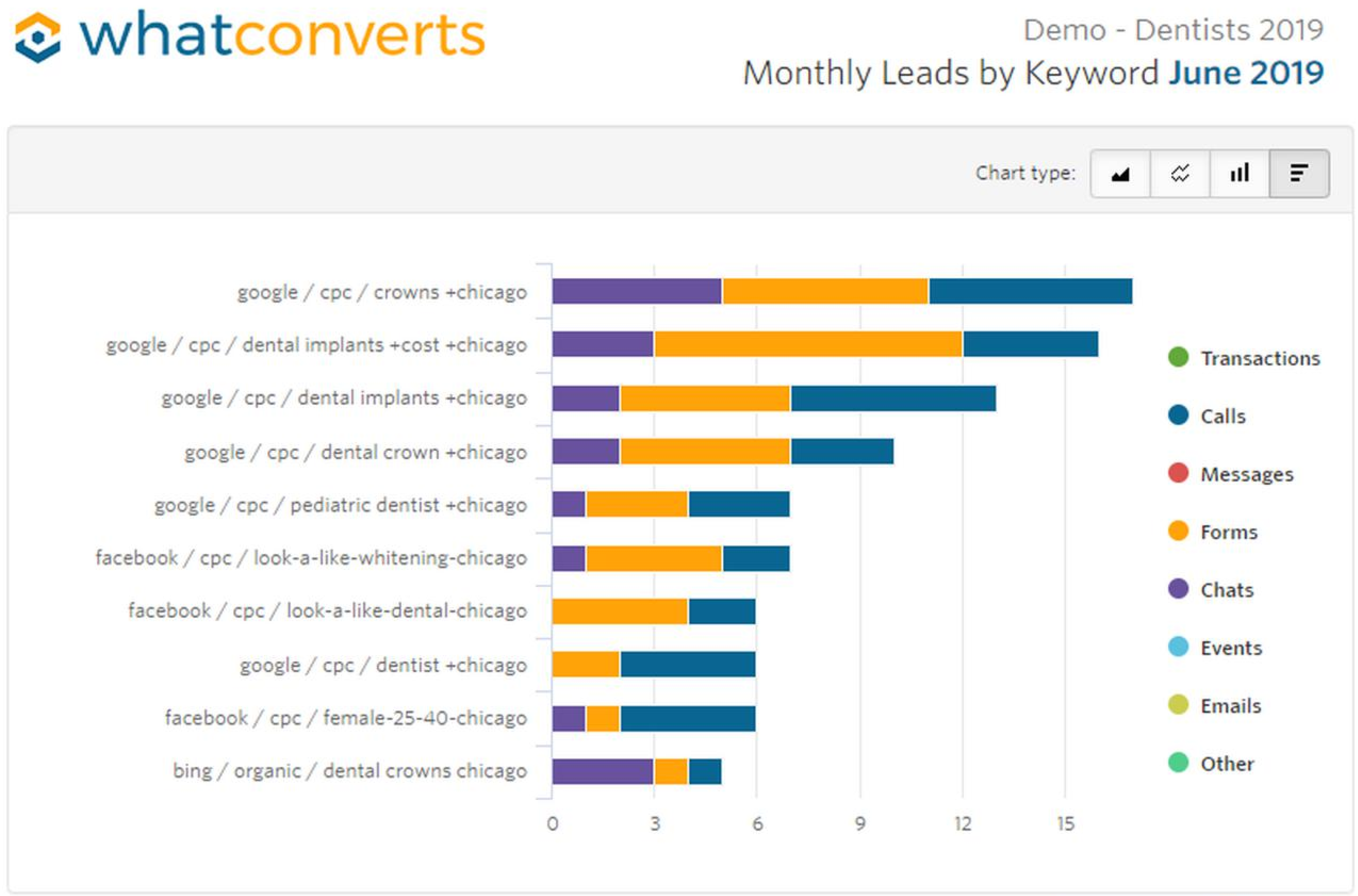
CUSTOM REPORTS

The WhatConverts Report Builder empowers you to create custom reports showing the data behind specific marketing channels. For example, a custom Google Ads report can display leads filtered by keyword. By drilling down into the lead tracking details, the report can show the actual names of people and companies for each lead.

Below, you'll see an example of a custom report for a dental office:

The custom report shows which keywords resulted in scheduled appointments and how the appointments were scheduled. Perhaps most importantly, this report reveals which keywords led to which types of appointments — a useful insight for the dental business. If more expensive appointments are scheduled after the customer sees a specific keyword, it may be worth investing more in Ads that target that keyword.

Custom reports can also provide details about lead quality. You can show the contact name, company, and even play a recording of the customer's phone call. While this type of reporting is hyper-specific, it also eliminates any chance of anyone questioning the integrity of your marketing data.



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READY FOR MARKETING CLARITY?

Marketing clarity can only be achieved by capturing detailed information about every lead — giving you the ability to organize and make sense of the data, then produce smart reports that reveal insightful nuggets of information.

If you can do all these things, you'll know which marketing channels work, and you'll deliver better marketing results

WhatConverts plays an important role in helping businesses achieve marketing clarity. The platform ties all your leads and marketing data together — eliminating the need for disparate platforms and spreadsheets.

If you're convinced that marketing clarity can be the solution to your business challenges, please reach out to a WhatConverts team member today.

Call: 888.375.0484
Email: hello@whatconverts.com

Get marketing clarity.

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