treatment**calls.com**
transfer. transform. transcend.

Why Aren't You Tracking Calls?

Greetings!

Are you using call tracking to monitor your ad campaigns? Many businesses use paid search to get traffic to their website, but countless ad campaigns go untracked. You can't run reports on leads and conversions if you're not tracking calls.

Call us to Connect with People Looking for Your Services

866-436-1617

The Problem

Not using call tracking to check the origin of your calls. Why is this a problem? You've spent countless dollars advertising your business; pay-per-click, Facebook ads, billboards, print ads, TV ads, radio spots. But when someone calls, how do you know where they found you?

It doesn't make sense to keep throwing marketing dollars at ad campaigns that don't result in calls to your treatment facility. Using a specific tracking number, for each type of campaign you run, will let you know which ones are the most successful ad campaigns. Call tracking lets you know exactly which keywords, ads and landing pages

are resulting in calls and is an important tool to help you efficiently budget your marketing dollars.

Call tracking will help you save money letting you drop the campaigns that aren't bringing in calls while spending more money on campaigns that result in leads. If you're like any other drug and alcohol treatment facility, you're probably running multiple ad campaigns at any one time. Stop throwing away your money at campaigns that don't bring in a measurable return on investment (ROI).

TRACKING CALLS PROS	TRACKING CALLS CONS
Discover where calls are coming from	Too many numbers confuse search engines
Prove ROI for all ad campaigns	Multiple phone numbers dilutes local ranking strength
Save money through better advertising decisions	Having different phone numbers for your business can confuse customers
Recover leads through better follow-ups	Requires technical ability to install

The Solution

If haven't already invested in call tracking software, now is the time to get serious about your keeping track of your advertising efforts and invest in call tracking program.

Depending on the software used, tracking codes give you a plethora of information including advertising channels, geographic location, referring URL, keywords used in search, landing pages.

Most software programs let you run a variety of reports including keyword level reports, referring source reports, usage based reports, PPC reports, agent based reports, agency & client level reports, and geographic reports.

Specific customer information tracking includes the caller's name, phone number, address, company, ad channel, specific ad, keywords used, pages they viewed on your website and the caller's history.

Use separate call tracking numbers for all content channels including:

- PPC ads
- Billboard ads
- Radio ads
- TV commercials
- Direct mail
- Email campaigns

With 64% of businesses saying most important leads are generated through calls and 10% more calls resulting when a PPC ad includes a phone number, it doesn't make sense to NOT track all incoming calls.

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REACH OUT TO US

If own an addiction rehab center, TreatmentCalls.com can help. We receive over 1,000 calls every day from people searching for addiction treatment for themselves, a friend or a member of their family.

We help connect these people with facilities qualified to meet their needs. Our service helps you connect with these people looking for your services. Call us today to learn more: (866) 804-3560.

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