

8 Ways to Generate More Customer Calls to Your Business

It's tempting these days to believe that everything can be done online. After all, how much more digital can things go if you can tweet the pizza emoji at Domino's and expect a piping hot pie in 30 minutes? To this, I say, hang in there! Don't make the mistake of assuming that all clients use these channels at least not exclusively.

Consider this: despite having all of this technology at our fingertips, Google data shows that 70% of mobile searchers call a business directly. On the way to purchase, the consumer experience is more connected than ever, crossing all types of media and contact channels.

A small business can't afford to ignore the ringing object in the corner. In reality, it's your gateway to a lot of new business and a closer relationship with your current clients!

How to Increase the Number of Calls to Your Business

Recognizing that customers still want to call is a good start, but it won't get anyone to pick up the phone. Your small business marketing approach will have to change as a result. Here are seven techniques for small business owners to increase consumer calls:

1. Increase your click-to-call (CTC) marketing budget

Why not start with advertisements, as we discussed above, to increase inbound call volume? Find your most profitable online ad channel and implement some compelling CTC-focused campaigns. Not only will your company see an increase in calls, but you'll also be able to compare results to previous internet efforts.

2. Use single-call-to-action landing pages

When a promotional page highlights one course of action, potential buyers are more likely to adopt that path. Make it plain that visitors must contact you to earn a discount, and they will be far more likely to do so.

3. Examine current call policies and procedures

Is there any emphasis in your existing training on the importance of customer calls? Picking up the phone is an important aspect of developing a reputation and obtaining new business for your team. Examine your present procedures to ensure that calls are answered promptly and that the same level of service is provided over the phone as it is in person.

4. Add your contact information to social media sites

Social networks, like most online businesses, have long recognised that their members appreciate a phone number. That's why standard contact information and dedicated call advertising choices will be prominently displayed on their platforms. Display your most memorable contact number in these areas, and include messaging that encourages customers to call.

5. Get a more memorable phone number

If clients can't remember how to contact you, calls – and sales – may be on the decline. By purchasing or licencing a personalised phone number, you can give your contact information a distinct hook. A number with a memorable word, sequence, or comparable digits improves recollection and, over time, boosts call volume.

6. Consider the following routes of traditional advertising

It's possible that you've overlooked traditional types of promotion in your drive to spend marketing money online. Return your gaze to them. Advertisement space that was formerly prohibitively expensive in print periodicals and other offline locations is now considerably more inexpensive. These channels also appeal to people's urge to pick up the phone, making them a prospective source of new phone calls.

7. Keep a close eye on your calls to see if you need to change your strategy

It's critical to identify which of your call-focused efforts are delivering if you want to get the most out of them. To assist your marketing team in separating multiple channels and reviewing outcomes from each, use unique numbers or call tracking technologies. There are a number of fantastic call tracking options available. Choose the one that best fits your company's needs and get to work crunching the numbers from your figures!

8. Make your discussion engaging

Calls of high quality sell products. Filler of any kind should be removed from your calls. Call quality is lowered by verbal tics such as "oh" and "ahh." Instead, you should utilise meaningful terms that back up your reasoning. After your consumer finishes a statement, consider what you may say that will assist them form a positive impression of you and form your opinion appropriately.

You'll typically discover that when you adopt new tactics to attract people to call, your brand's reputation improves as well. Encourage word-of-mouth marketing by using this good emotion.

What starts as a simple commitment to speak with more consumers can rapidly turn into a multi-faceted marketing strategy for your small business!