

# 5 ways financial marketers can get the most out of inbound phone calls



**Financial marketers rely on digital campaigns to drive leads to their business. Many of these digital ads have phone calls as the next step.**

Call-only campaigns, call extensions, mobile bid-adjustments, and call tracking—these are just a few of the AdWords features that the financial marketer should be prioritizing.<sup>1</sup>

Phone calls are common and important within this industry, and phone leads are easier to turn into sales.<sup>2</sup>

So, what happens at your business once a potential client calls? Call Analytics can provide an answer to this and several other call-based questions.

## Here are 5 actions financial marketers can take using insights from call data.

- 1 Optimize high-performing channels**  
All channels are not created equal. Some ads and channels will likely be more effective than others. Understand what works and restructure your media budget for best results.
- 2 Address issues in inbound call routing**  
Call Analytics can show how many minutes a customer is on hold, how many calls are abandoned by the caller and where calls get dropped. Understand the weak spots in the phone journey and address them.
- 3 Provide an excellent customer experience**  
You know where your calls are coming from and have streamlined the phone journey for success. Now, learn what happens on each call to improve the outcome of each opportunity.
- 4 Improve call scripts to better connect with callers**  
Learn what key words and phrases correlate to a high conversion rate and include these words in agent call scripts to help guide the conversation.
- 5 Measure agent adherence to approved scripts**  
Learn how well agents perform against the approved scripts and provide training to further enhance outcomes.

**Marchex Call Analytics can help your financial services business turn more callers into customers.**

<sup>1,2</sup> <https://www.wordstream.com/blog/ws/2018/02/26/bank-advertising>