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Things to Discuss with Your Social Analytics Provider

Connect Your Social Spend with High-Intent Calls

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Bridge the Online-to-Offline Gap

The growing variety of customer touch points in our omnichannel world means that marketers need to take a coordinated, cross-functional approach to finding, understanding and acquiring customers as they move between online and offline experiences.

With more than \$7 Trillion¹ of consumer commerce happening offline, the pressure is on for social media marketers to demonstrate how their online expertise can help attract and acquire these customers once they move offline.



of all consumer transactions still happen in a store, on the phone or by appointment.¹

You Know Social Pays, Now You Need to Prove It

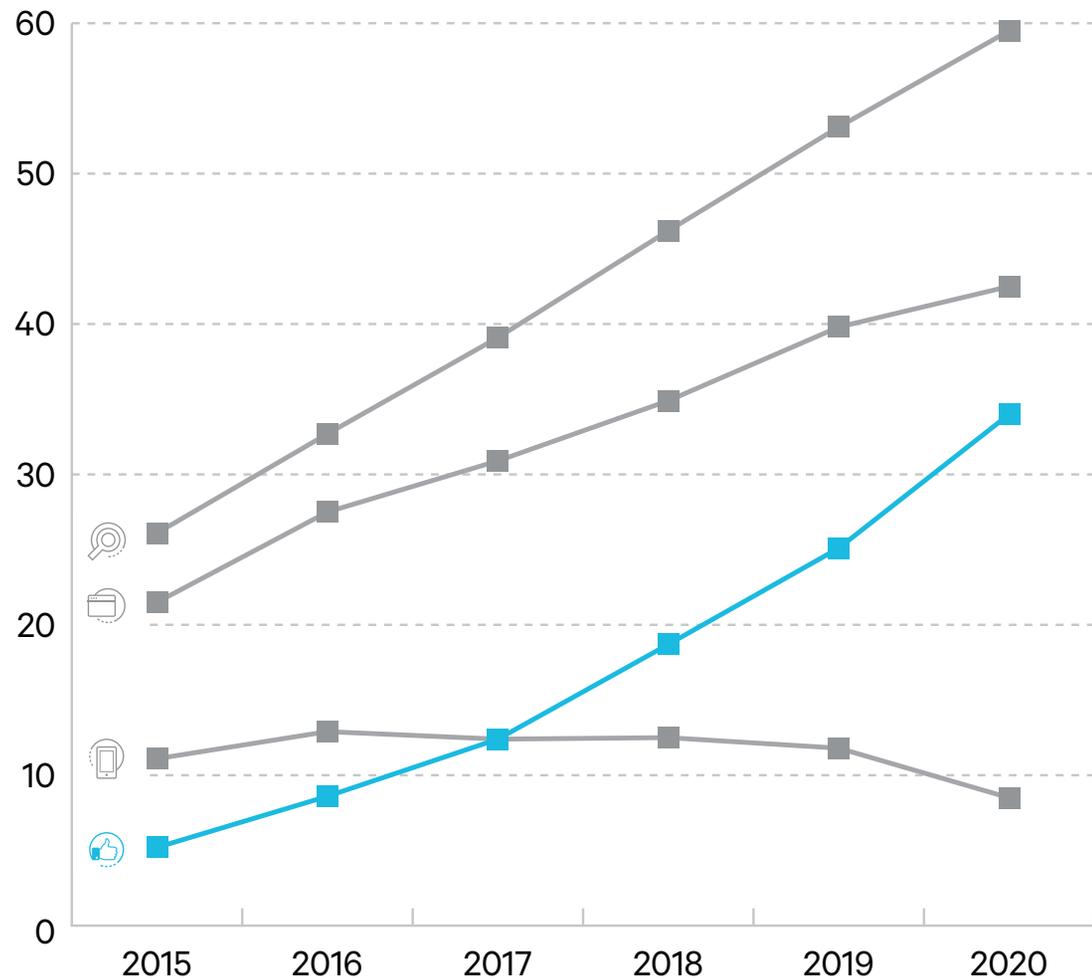
Social media platforms have exceeded every marketer's wildest dreams. You can interact with customers 1:1; participate in discussions with their friends and professional peers; and even sell your product or service on the spot. You have access to an immense pool of data that you can use to target individuals with the exact characteristics of your perfect buyer. But...what if that prospect seals the deal offline?

If a significant portion of your company's revenue comes from customers who call or come to your showroom, it's important that you get your fair share of credit when your social media strategies deliver high-intent callers who are likely to become customers. Upping the game with your social analytics provider is a great place to start.

Start the Conversation

Omnichannel marketing is a team effort. Initiate discussions with your marketing and sales colleagues to see if they too can benefit from data that connects your social marketing efforts to the customer experiences that generate high-intent calls. Then talk with your social analytics provider to see if they can deliver the online-to-offline data your organization needs.

Business calls from mobile click-to-call, by channel¹



Search



Site



Display



Social

5 Things Your Social Media Analytics Provider Should Be Able to Deliver for You:

1 An understanding of your customer's purchase path and the experiences that result in calls

The capabilities in most social analytics platforms today allow marketers to identify customers and audiences who are influenced by your social campaigns. When these insights are delivered back into the social media platforms, they provide increased visibility into which social campaigns online are driving conversions offline. This lets marketers fine-tune targeting strategies, test messages for conversion, and maximize their social media budget. Finding someone who fits your buying profile is great. Finding someone who fits your buying profile who's been researching your product as well as your competitors and asking questions on a forum? Even better. Find where your customers are going and meet them in the moment.

2 Help you gain deep insights about your customers

More than any other digital marketing function, social marketers are tasked with really getting inside the head of their potential customer. And it makes sense—with the micro-targeting that social media platforms can produce, social media marketers can align with

71% of customers who have a positive service experience via social media are likely to recommend that company.²

affinity products and forums; chime in on trending topics; and add value and thought leadership to their key buying personas. Often times it's the extensions of the profile that drives the insight. For instance, you may know you're targeting stay-at-home dads who love baseball and home improvement. But when you find the sub-segment of your target that likes all these things PLUS subscribes to cooking blogs? Bingo! We have an audience we can target. And as they call and convert offline we can redouble our efforts online to find more of their kind.

3 Understand the ROI of your social campaigns

Like other aspects of digital marketing, it's often difficult to link a customer call directly to a social ad. It's even more difficult to attribute the sale of your product or service to your social media posts. Sure, you'll get a pat on the back for your witty, viral

campaign, but many marketers who don't know better still treat social media as a "must have" just to stay in the game. These social media marketers are missing out on the credit they're due if they don't recognize the revenue they generate, especially when a prospect converts to a customer on the phone. But that's all changing. With the advent of attribution analytics, social marketers are now able to directly tie customer calls to their campaigns. Vendors today should be able to tie offline behavior to online campaigns in the bid management platform so marketers can optimize social media spend and their creative assets.

4 Easy set-up with your key social platforms

For Facebook and Instagram marketers (and let's face it [no pun intended], that's pretty much all of us today), your job is to run the best campaigns and tie them back to the (hopefully) inevitable phone call. You don't want to have to manage and learn how to

integrate your data into a new dashboard. Luckily, the leading vendors on the market today already do that—integrating directly into your Facebook dashboard for seamless insight into your social campaigns and the calls that they help generate. This frees you up to do your job, not be an IT administrator—and helps you maximize your budget and insights in an environment where performance is at a premium.

5 Doing all this at no additional cost

You know better than anyone that social media campaigns have some of the highest CPA's of any digital marketing channel. Running just a few campaigns can eat up most of your social media budget. So the last thing you need is to add additional cost from your analytics vendor to integrate into the channels where your prospects are spending their time. Today's leading analytics vendors realize this. They're able to deliver the data you need to make the fastest and best decision into your preferred marketing platforms without additional fees. Don't spend your budget on integrations—spend it on better campaigns.

The Road Ahead

Many marketers still think of social media marketing as the “Wild West.” With platforms still evolving and new insights popping up daily, social media marketers are at the forefront of finding new insights about prospects and customers that other marketers could only dream of. Social marketers have the agility to turn their insights into meaningful action; to test new messages at smaller, more focused audiences who have a high intent to purchase; and then, most importantly, be able to tie the marketing back to the result, even when it occurs offline over the phone. This affords the social marketer with a great opportunity to turn the art of finding these new prospect segments into a customer acquisition machine. Ensure the vendor you're working with knows your ambition and expectations and can deliver on this promise for you today.

About Marchex

Marchex understands the best customers are those who call your company - they convert faster, buy more, and churn less. Marchex provides solutions that help companies drive more calls, understand what happens on those calls, and convert more of those callers into customers. Our actionable intelligence strengthens the connection between companies and their customers, bridging the physical and digital world, to help brands maximize their marketing investments and operating efficiencies to acquire the best customers.

Please visit www.marchex.com, marchex.com/blog or [@marchex](https://twitter.com/marchex) on Twitter (Twitter.com/Marchex), to learn more about us and the rapidly evolving omnichannel analytics industry.

Have questions? Please visit www.marchex.com/contact.

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2. Social Customer Service, Web. <<https://www.getambassador.com/blog/social-customer-service-infographic>>. 2013.