

Ringba

for Marketing Agencies

Quickly setup and manage your client's
needs for any vertical or use case



USE CASE

MARKETING AGENCIES

Introduction

Local advertising agencies need to manage marketing campaigns for multiple clients in various industries, all with unique goals and KPIs. The agencies must also report their results to their clients on a weekly, monthly, or other regular schedule. This can be a complicated process to organize and track, especially with multiple team members usually working on accounts. Most of the time, phone calls slip through the cracks and the agency focuses on tracking other marketing methods that are less complicated, however, to most businesses calls are the most valuable type of lead.

Local agencies typically work with smaller businesses who have smaller teams and less experience in marketing and operations. This makes their communication of results very important, and it needs to be simple enough for their clients to clearly understand the value.

Background

Local agencies typically specialize in smaller markets where they are physically located. They manage all aspects of a client's digital marketing, including but limited to, SEM, SEO, local Google listings, Yelp pages, Yellow Page listings, Facebook pages, Facebook ads, Twitter accounts, other social media, other directory listings, billboards, local newspaper listings, local magazine publications, and more. Some agencies also do design work, manage the client's websites, email newsletters and other digital media services.

Almost all of the client's websites, listing pages, and advertisements will have the client's contact phone number listed, and most of the time the calls are not tracked. This is due to a lack of awareness of the value of phone calls, and a lack of understanding on how to manage call tracking across the various mediums and clients in an efficient way.

These agencies are typically compensated on some type of monthly retainer fee, a fixed percentage of advertising spend (20% of AdWords budget), and other service fees related to advertising placements. They're cost conscious but are also trained to understand the value of conversion metrics and KPIs to drive more business to their clients.

Examples of Local Marketing Agency Clients

- A family owned restaurant
- Auto repair shops
- Dental offices
- Franchises of various kinds
- A chain of 4 Subway restaurants
- A 4 location oil change and body shop
- Independently owned auto insurance brokerage
- Lasik offices
- Local flower shop
- Non-national chain pharmacy

When thinking about how these agencies operate you need to ‘zoom in’ on the map where they’re located. They may be from ‘Chicago’ but in reality focus on a smaller suburb on the outside of the city. Agencies may not have a lot of competition for clients, especially if they’re in a smaller suburban area.

The typical process for a local agency to acquire a client is to search around for businesses that are older, have solid revenue, but may have a less than adequate internet presence. In local markets, due to lack of competition, it's much easier to manage AdWords, Facebook, and other types of campaigns to generate results as opposed to a nationwide campaign. However, the bigger the city, the harder it may be to get those results.

Once the agency has a client they’re going to do a complete review of what the client needs to help plan their marketing campaigns, but also

to understand what they can bill the client for. They're going to assess their website, it's SEO potential, if they need social profiles set up, their previous advertising, and all other aspects of their advertising and marketing efforts analyzed to see how it can be improved.

When setting up their work for a client the agency will typically use Google Analytics, Google Webmaster Tools, Facebook page insights, and other 3rd party analytics products so they can monitor the traffic to the website and the leads they get to give reports to their clients. The key to showing value is delivering regular reports to the clients so they feel like their retainer is worth it. This goes beyond just leads, and includes standard traffic metrics to all of their properties.

As you've probably noticed, we did not include 'call tracking' on their list because most small agencies don't use it. This also means that they're not using unique tracking numbers on different forms of advertising to see what is actually driving calls to their clients.

A service that is an easy upsell to any marketing agency.

The Ringba Solution

Advertising agencies need to track all of their client's advertising campaigns and listings separately with unique phone numbers. This will give the agency and their clients visibility into what is actually driving calls. Marketing Agencies should place a unique number on all of their clients public listings to track where the calls come from. This means a unique number on their local Google listing, a unique number on their Yelp page, a unique number for the Yellow Pages, a unique number on their billboard advertisements, a unique number everywhere for each client.

Should the agency want to share this data directly with clients, they can give the client buyer-level accounts in Ringba and the clients can see all of their calls, call logs, reporting and also access recordings.

Most small businesses do not record phone calls so they have no way to review how their employees are handling customers. This gives the small business an added bonus if the agency is willing to give them Ringba accounts. With their own sub-account, clients can review every call for quality, both sales and customer service, and have an accurate record of how their employees are interacting with their customers. Small business owners typically prefer having control over every aspect of their business, so they will love this type over oversight and access.

Another value add for the small business is the ability for the agency to

setup IVRs and voicemail boxes for their clients using our IVR builder. Agencies can upsell this to clients increasing revenue, or simply include it as part of their service offerings.

Pay per call is a huge new way for agencies to build a potentially large revenue stream by driving industry specific calls through marketing and selling them to multiple clients as a service. For instance, if the agency has 5 dental clients, they can create their own marketing campaigns, generate local calls, and sell those calls to the dentists outside of their standard agency model.

Contact your Ringba sales representative for free industry specific landing pages for marketing campaigns: sales@ringba.com

Agencies will require both static tracking numbers and number pools for most circumstances. Static phone numbers can be used in print, online listing, directory service, and other real world advertising, while the dynamic number pulls should be used on the client's websites to track AdWords keywords and other metrics to see what is driving calls and to optimize their campaigns.

When configuring the campaigns, use a single campaign for every client, and use a unique 'publisher' as their traffic source. For instance a campaign may have 4 publishers and a dynamic number pool. Non-sophisticated clients may only have 1 inbound number they answer, so setting up the target is easy. In the event they have more

than one inbound number for sales and customer service, or otherwise, they'll need multiple campaigns for these clients.

Example Publisher Names for Clients

- Happy Dentist - Yelp
- Happy Dentist - I95 Highway Billboard
- Happy Dentist - Yellow Pages
- Happy Dentist - Direct Mail

Because most local agencies don't track calls for their clients, this option is a competitive edge and something unique agencies can pitch to their clients. It also serves as an amazing tool to provide insights that their competitors don't have into how to generate new business for their clients.

Ringba is uniquely positioned to give marketing agencies everything they need to run call marketing campaigns for their clients while providing unparalleled analytics and cost effective number pricing.

To learn more about how your agency can enhance your service offering and generate new revenue streams with Ringba's Enterprise Grade Call Tracking solution, please contact our sales team:

sales@ringba.com

About Ringba

Ringba is a global communications platform for connecting consumers with businesses.

Unlimited Flexibility

Built using state of the art technology hosted on reliable, redundant, and secure cloud-based infrastructure.

Partner Centric

No setup fees, feature gatekeeping, or price gouging. Use what you need, we grow as you grow.

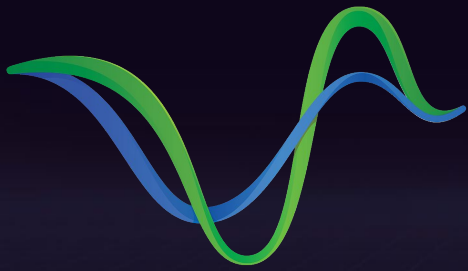
Completely Open Framework

Use the same APIs we do to create seamless integrations and powerful workflows.

World Class Engineering

Made in California by seasoned AdTech Engineers and Product Designers. Your success is our priority.





Ringba

Thank you!

Talk to a product expert or try Ringba now!

LET'S CHAT

GET STARTED