

Step By Step Guide For Your First Inbound Pay Per Call Campaign

Welcome to our step-by-step guide for setting up your first inbound pay per call campaign! If you're looking to generate leads and drive phone calls to your business, a pay per call campaign is a great way to do it. In this ebook, we'll walk you through everything you need to know to get started with your first campaign, from choosing the right offer and affiliate network to setting up tracking and optimizing your campaign for maximum success.

Choose A Niche

The first step is to decide on a niche or vertical that you want to target. You can choose from a variety of options, such as insurance, finance, home services, legal, health, etc.

Start by considering niches that align with your interests and expertise. This will not only make the research process more enjoyable but also give you an edge when it comes to understanding the audience and the offers. For example, if you have experience in the healthcare industry, you may want to consider promoting offers related to healthcare products or services. Choosing an area that you're familiar with allows you to use insight you already have on demographics and common complaints to assist in determining your target audience and writing compelling ad copy.

While it's essential to choose a niche that you're passionate about, you also need to consider the profitability of the niche. Some niches have a higher demand than others, which means they can be more competitive and require more resources to succeed.

Join A Pay Per Call Affiliate Network

Once you have chosen your niche, you need to sign up with a pay-per-call affiliate network. There are a number of available networks out there, it's important to do your research to find one that is reputable and fits your needs.

Go through reviews of different networks, and if possible, talk to a representative at the company. Find out if they have offers in your niche, what the commission structure is, how frequently do they pay out, and if other marketers have had good experiences. You'll be able to get the overall vibe of each network with a little research

The goal is to get signed up with an affiliate program that will fit your needs. Don't overthink this decision or let it cause you any delay. It's often best if you apply to multiple affiliate networks, especially if you don't have prior experience. In the case you would get rejected from your primary choice, you would still have options to start running campaigns with.

Select An Offer

After signing up with the network, you need to select an offer that matches your niche. You'll want to choose an offer with a payout that is high enough to be worth your while.

Be careful to explore what the payout structure is and determine what that advertiser is trying to achieve. Oftentimes higher payouts come with stricter requirements and increased competition. Some offers with high payouts just do not convert effectively, for one of many reasons. By determining what the advertiser is trying to do and willing to pay for, you can increase your chance of success by engineering your campaigns to help generate those results.

You can generally gain valuable insight into offers that are currently active and converting from your affiliate manager at the affiliate network. They have direct access to internal stats and conversion rates, as well as communicating daily with many other affiliates in a similar position as you. They can also give suggestions on creatives, traffic sources, demographics and other tips that will work best with various offers.

Do not get too hung up on a single offer, or get discouraged when that offer doesn't immediately perform like you imagined. This is just a starting point for your pay per call marketing endeavors. Your success with pay per call will partially depend on your ability to explore offers, audiences and creatives until you find the combinations that work best for you.

Signup With A Call Routing And Tracking Platform

To track the calls and route them to the right advertiser, you need to sign up with a call routing and tracking platform. This is a very important step in establishing your business. The platform you decide upon will be your primary tool in setting up, running and optimizing all of your inbound pay per call campaigns. Choosing incorrectly here could cost you profits on every single call you generate.

You'll want to choose an established inbound call tracking platform, like [Ringba](#), that provides everything you need in setting up and growing your business. As you begin optimizing your campaigns, to both scale and increase conversions, you'll learn that the quality of your tracking is the limiting factor in maximizing your returns.

Quality tracking software, like that of Ringba, will track all possible details about your users and their actions, allowing you to optimize for profit in previously unobtainable ways. An enterprise tracking platform like this will also provide extensive phone number management, allocating on-demand toll free and local phone numbers from all over the world. By using unique phone numbers in your different creatives, you'll be able to decipher which ads are driving the most valuable calls to your offers.

Though you may not use these features in your first inbound call campaign, here are some other features to look for in a tracking platform that will save you headaches as you grow and expand your campaigns: Call attribution, dynamic routing and call flow design, performance load balancing, advanced interactive voice response trees, automated routing, availability of integrations, white label capabilities and an exceptional customer support experience.

Determine Your Target Audience

Before launching your campaign, you need to determine your target audience. This includes demographics, location, interests, and behavior of the ideal customers that will be calling on your offers. You can use many different ways to get this information.

Some of the primary information is easy to acquire by analyzing the product or service of the offer that you're promoting. If you're promoting Medicare, for example, you will know to target people turning 65 and up. Home service offers will need to target homeowners, possibly in a certain geographical area. However, to get more precise info on how and where to find those exact demographics, or demographics for less obvious audiences, you'll likely need to dig a bit deeper.

One thing that you will want to do is research your competitors. Where are they finding traffic for this or similar offers? What demographics are they targeting? What keywords are they using? What pain points are they emphasizing in their copy? All of these factors can help give you insight into who your ideal customer is, and methods you can use to target them.

Also talk to your affiliate managers about the target demographics for an offer, suggested traffic sources and any successful methods used to run that offer in the past.

Choose A Traffic Source

Depending on your budget and target audience, you can choose from a variety of traffic sources. Some of the common types of traffic sources to get started with are:

Search - Search traffic originates at a search engine. Your creative will often appear as a search result, demarcated with a note stating that it's an ad. Search traffic is targeted by using keywords. You bid on the keywords you want your ad to be shown on, and list negative keywords you do not want to appear on. When someone searches for a keyword you've entered, your ad will show if your bid is high enough in relation to other bids for that keyword in the queue. Since someone is actively searching for something, many times this traffic is said to have "intent", meaning intention to learn, click, signup or buy.

Social - Social traffic is served up on social media sites. These can be images with headlines, image carousels or video ads. They will generally show up in one's social feed. Since social

media sites have numerous points of data on their users, you can target groups of users by many different demographic and interest based parameters. You can narrow down your audience to 35-40 yr old females in Des Moines, Iowa that are interested in pilates, for example.

Display - Display traffic refers to traffic sent from a visual ad placed on another site that was clicked. Targeting can be configured by choosing which specific sites, or type of site, you want to host your banners on. The person running ads is generally charged by impression of the display ad, and not by click, which is different from search and many social media campaigns. Therefore it's important to optimize your creatives for a high calls or click through in order to maximize your budget.

Native - Native advertising is a form of paid advertising that matches the relevancy, look, feel and function of the media format in which the content appears. Native ads don't normally look like traditional ads, which is why they can perform well. Targeting of native ads is often done by stating it directly and creatively in the headline. An example is "Tired of high healthcare costs? Everyone over 45 should check out this cost saving site."

To get a full list of specific traffic sources covering these types, check out Ringba's Ultimate Pay Per Call Resource Guide.

Write Your Ads

To attract potential callers, you need to write compelling ad copy that highlights the benefits of the offer and includes a strong call-to-action. Each vertical and traffic source is going to have its own types of ads.

Some ads will be primarily text, others will include photos or video. This is another spot where it will be critical to review your competitors. Ask yourself what types of ads are they running? What hooks are they using? What pain points for the customer are they trying to relieve?

Where do you find your competitor's ads? There are many ways to go about it, but you're best off to initially stay within the traffic source you're working on. If you're working on social media, you can use the Facebook Ad Library to look into different advertising creatives and methods. If you're running search traffic, start searching common keywords for your vertical until you come across some similar offers to what you're running. Display and native traffic ads can be challenging to track down, but if you keep your eyes open as you surf the web, you'll find websites and news sources that employ both of these methods. Bookmark those sites and come back when you're doing research.

Don't copy these ads word for word, but use them as inspiration to model your ads from. Remember the call to action you are trying to obtain is for someone to pick up the phone and call, so make sure that remains the goal of your ad.

When writing ads, it's good to remember that your first ad is likely not going to be the grand slam winner. Get creative. Make multiple different copies, and ALWAYS be testing between different ad creatives. If you aren't testing multiple copies, you have no way to learn from your campaign on what is working best. If you aren't learning, you won't know how to optimize your next ads to increase performance.

Create A Landing Page If Necessary

In most instances, your ad alone isn't going to include your call to action. The user is going to click on the ad to learn more about the offer.

The page they click to is called a landing page. There are landing page templates available from Ringba, or you can model your own from competitor sites. You'll need to host this page at a webhost so it's accessible to everyone.

Landing pages can be very simple, but they are necessary in order to explain details of the offer, build trust and provide a clear call to action. When someone clicks through your ad to your landing page, it's important that they both match in sentiment and you don't break continuity. The landing page can be very direct to the point with a big call to action, or it can be a little more branded to prove to the customer that the solution you're providing is trustworthy and matches their needs.

Connect Your Affiliate Offer

So now it's time you set up your tracking software with your offer, and link your creatives to your affiliate offer. This is where the rubber meets the road. The specific setup will depend on your case, but this process is to place your phone number into the creatives or landing pages.

To continue to test your campaigns, you're going to need multiple phone numbers so you can compare results from different creatives. Each ad or landing page will have a unique phone number, and you can compare traffic sent to each ad with the number and duration of phone calls.

If you've chosen an enterprise level tracking and routing software, they will provide you with as many unique phone numbers as you need to track your individual creatives, sources and campaigns.

Create Your Campaign

Each different traffic source will require its own campaign setup. The details of each traffic source is a little too in depth for this guide. But basically, you'll want to take the target audience info you researched early on, and apply it to the traffic source you're intending to use.

The goal is to come up with an reachable audience that's narrow enough to be targeted directly to your creatives and offer, while still being large enough to last for an extended period and give you plenty of opportunities to turn them into conversions.

Don't get locked into anything there. Once you start testing your campaign, campaign targeting is one of the large levers you have to optimize your campaign. Once you establish a baseline, you'll want to actively be testing multiple campaign targets. This may look like adjusting age ranges or interests on a social media campaign, search terms for search, or targetted URLs on a display or native campaign.

Test Your Campaign

Before launching your campaign, you need to test it to make sure everything is working properly. This includes checking the tracking and routing, testing the ad copy and landing page, and verifying the phone numbers.

Click on everything as if it were a customer viewing it for the first time. Make certain any links work, that your landing page loads quickly, and your unique phone number forwards correctly to the affiliate offer.

Once you've confirmed that your creatives are setup correctly, it's time to turn on the traffic and see how it's going to perform.

Set your budget and start running traffic. What budget you set will depend on the traffic source and your chosen vertical. You will want to keep it small enough so that you still have plenty of funds to run additional campaigns once you make adjustments, but you need to run enough traffic to make sure you're getting a statistically relevant sample to work with.

Review And Adjust

After launching your campaign, you need to monitor the performance and make adjustments as necessary. This includes tweaking the ad copy and landing page, optimizing the targeting, and adjusting the bid price. Review and make notes across all the critical areas of your campaign.

Try to imagine the users going through your funnel, and make appropriate changes. If you see a good click through rate to your landing page, but low call throughs from there, work to improve the landing page call to action. If you're getting less than optimal click through rates initially, attempt adjusting your ad copy or traffic targeting.

By following these steps, you can create your first pay per call campaign with confidence and start generating high-quality leads for your business. Remember to continuously monitor and optimize your campaign for the best possible results.