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# **CHECKLIST FOR TRACKING RESPONSES BY SOURCE**

#### **PHONE**

- Use a Phone Number that Reaches the **Right Staff Member Immediately**
- **Consider Using a Call Track Number** to count callers, but know that if a person visits your website first, they may use the website # and won't be counted.

# **WEBSITE / OFFER**

Important Role in Response

94% of consumers will visit your website first after receiving your postcard.

Use a Unique URL

to measure website traffic as a response to your campaign.

Consider website.com/offer

As a short addition to URL that promises a benefit to consumer if visited. Learn more.

### **EMAIL**

Use a Unique Email

Some consumers prefer to contact you by email. Use a unique email so you can confidently know this is a response to postcard.

#### Provide Staff a Postcard Sample

so staff members know what people received and are referencing.

- ☐ Train to Ask Specific Questions
  - 1) "Where did you find our phone number today?"
  - 2) If they say website, "What brought you to our website?"
- Avoid General Questions

"How did you hear about us?" can result in random answers even though a postcard is in their hands.

Unique URL/Offer Quote Form

can be attributed automatically to postcard.

Collect Source on Website Forms

Include a field for users to self report using a dropdown menu that includes "postcard". Plan on matching back all addresses since self-reporting can be inaccurate.

Update & Monitor Website

Make sure your website is up, running, and current. If a homeowner can't find your website, gets an error message, or finds information is outdated, they will not contact

### Assign a Staff Member

to receive and respond to emails.

## Match Back in Response Tracker\*

Enter data from addresses collected during phone calls into the Response Tracker to match back to your mailing lists.

#### Match Back in Response Tracker\*

Enter data from online quote requests to match back addresses to mailing list.

### Monitor Google Analytics

To measure traffic to your unique URL page driven by postcards. Learn more.

# Match Back in Response Tracker\*

Enter address collected from email responses and match back to mailing list.



# **RESPONSE TRACKER USER GUIDE**

# Simply log into your online account at https://customers.fmadata.com/users/sign\_in

## **Response Tracker**

From the menu click on Response Tracker to record and track responses to your campaign.

 Select the Source of the Response (phone, email, or website)

# • Record Identified Responses

Check the box provided to record the response (even without an address) if the respondent self-reports the postcard or you can clearly identify the source by unique email, URL, or quote form.

#### Contact Info

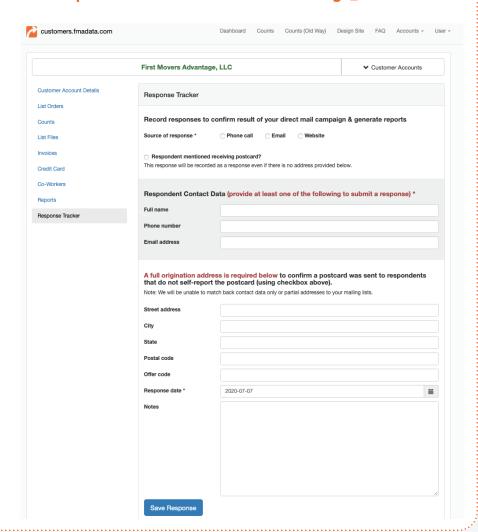
Include a name, phone number, or email in order to record the response.

#### Match Back Address

Provide the address of appointments or booked jobs to match back to your mailing list and identify if the person received a postcard. Check all responses to avoid underreporting.

#### Save

When you save the response, a record will be created and added to your reports.



### **Campaign Summary Report**

After entering responses into the Response Tracker, you will be able to pull reports. Click on the "Reports" tab, then "Campaign Summary"

- List of Recorded Responses
- Details of Each Response
- Downloadable XLS

