RULES OF THE ROAD
TRACKING RESPONSE RATES

DOs

ASK THE RIGHT QUESTIONS

- **"Where did you find our number today?"**
- **Follow up with, "What brought you to the website?"**

We have found that these are the best questions to ask to help identify the true source. The follow up question helps remind people that it was the postcard that made them visit your website.

TRAIN STAFF TO ANSWER THE CALLS
If you're going to ask leads to call you, you need to have regular hours where a staff member can answer the phone with a professional company greeting.

ASK FOR SOURCE ON WEBSITE FORMS
Include a way for visitors to self-report on quote forms and contact forms. You can add a question like "What brought you to our website?" with a drop down menu that includes all of your marketing campaigns, including postcards.

MONITOR GOOGLE ANALYTICS
By monitoring Google Analytics, you can detect how quickly you get a bump in traffic after sending postcards. Which pages are people visiting? What percentage of people come to your site and end up filling out the form? The more you learn about your leads, the better you can personalize your marketing and make it more effective.

DON'Ts

AVOID "HOW DID YOU HEAR ABOUT US?"
A general question like this opens up the option to respond to all your branding efforts (including seeing your branding on trucks) even though a postcard is what prompted their call.

DON'T RELY ON CALL TRACK NUMBERS
While some people will use the call tracking number printed on the postcard, don't forget that you need to track all of the different ways you receive responses. Call track number results won't include phone calls using a website phone number, online quote requests, or emails. You'll need to track all channels to ensure all responses are counted.

FORGETTING THE IMPORTANCE OF YOUR WEBSITE IS A SURE WAY TO DOOM YOUR DIRECT MAIL CAMPAIGN
94% of homeowners will go to your website first after receiving a postcard. If they can't find a website or receive an error message, they will not call you. Always make sure your website is up, running, and current.

DON'T GIVE UP IF YOU AREN'T GETTING THE RESPONSE RATES YOU WERE HOPING FOR
Simple tweaks to your campaign can make a huge difference. Check out the resources below for more tips.

4 Tips for Tracking Response Rates
Pinpoint Your Ideal Customer
Get More Calls with These 9 Simple Postcard Design Tips

HAVE ADDITIONAL QUESTIONS?
CALL: (303) 443-0767
or VISIT: www.MovingLeads.com

AMSA
American Moving & Storage Association

4 STEP PLAN
TO TRACK YOUR CAMPAIGN SUCCESS

OUTBOUND LEADS

Mail postcards to your leads and ask them to contact you.

Ask leads to respond

INBOUND LEADS

Outbound leads become inbound when you receive a response in one of the following channels:

- **Phone Call**
- **Website visits**
- **Email**
- **Redeem an offer**

RESPONSE RATE

Your response rate is the percentage of outbound leads that respond to your postcard and contact you through any channel. The higher the response rate, the more effective the campaign.

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1 IDENTIFY THE SOURCE
Did your postcard trigger the lead to contact you?

2 RECORD
Create a process to keep track of leads and their source.

3 REPORT RESPONSE
Calculate and evaluate.

CALL

- **It's vital to ask the "right" question at the start of a call. See Dos & Don'ts on page 2.**
- Import the mailing list to CRM at time of mailing so that callers can be identified.
- Use a call track number if possible.

- Consistently use your CRM system or have staff use a simple spreadsheet to match calls against a postcard list.
- Use reporting from your call track number but keep in mind that phone calls that result from using a different number won't be reported in your stats.

Now that you have identified and recorded responses from all channels, designate a staff member to tally up the results.

To calculate the response rate, use the formula below.

WEBSITE

- Collect source on all contact forms and quote forms. See Dos & Don'ts.
- If you include a unique URL or landing page on your postcard, track visitor rates with analytics.

- Import your website contacts and quotes into your CRM or track manually by a spreadsheet.

CALCULATE RESPONSE RATE
Number of responses
Divided by total of postcards sent
= % of response rate

Example:
15 responses
divided by 500 postcards sent
= .03 or 3% response rate

EMAIL

- Use a unique email address that's only used on postcards.
- If you use a staff member's email, make sure that there is a way to identify and attribute emails to postcards.

- Ensure that a staff member is assigned to regularly check for emails and know how to record in CRM or spreadsheet.
- If your CRM allows, assign postcard as a source to new leads.

Be mindful of the time frame when calculating the response rate. It generally takes 2 to 4 weeks to see a response off an individual mailing. For the most accurate results, wait at least two weeks before including the postcard quantity from a mailing in your calculations for response.

SPECIAL OFFER

- Use special offers or unique redemption codes only available on postcards.

- Record redeemed offers on a spreadsheet or assign a special designation in your booking software.

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4 MATCH BACK FOR ACCURACY AND FURTHER EVALUATION

ADDRESS ➡ MAILING LIST

Match back addresses of responses to your mailing list from following:

- **Inbound leads (all channels)**
- **Appointments**
- **Booked Jobs**

This improves accuracy by catching inbound leads when source is misidentified or underreported in Steps 1-3.

After you identify the marketing source for your jobs, then you can calculate your Return on Investment.

Return on Investment (ROI) =
(Sales Growth - Marketing Cost) / Marketing Cost

Have additional questions? CALL: (303) 443-0767 or VISIT: www.MovingLeads.com