



You've Got Myths

Let's Debunk What Marketers Keep
Getting Totally Wrong

Meet Your Speaker



Emily Popson

VP of Growth
Marketing **CallRail**

Marketing Is Messy.

“MQLs don’t mean sh*t.”

“Email is dead.”

“Calls are for sales.”

“Texting is irrelevant to marketers.”

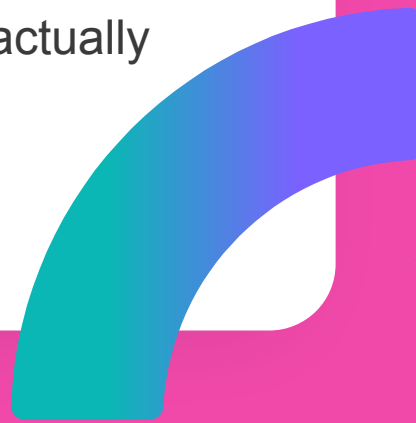
“Attribution is garbage.”

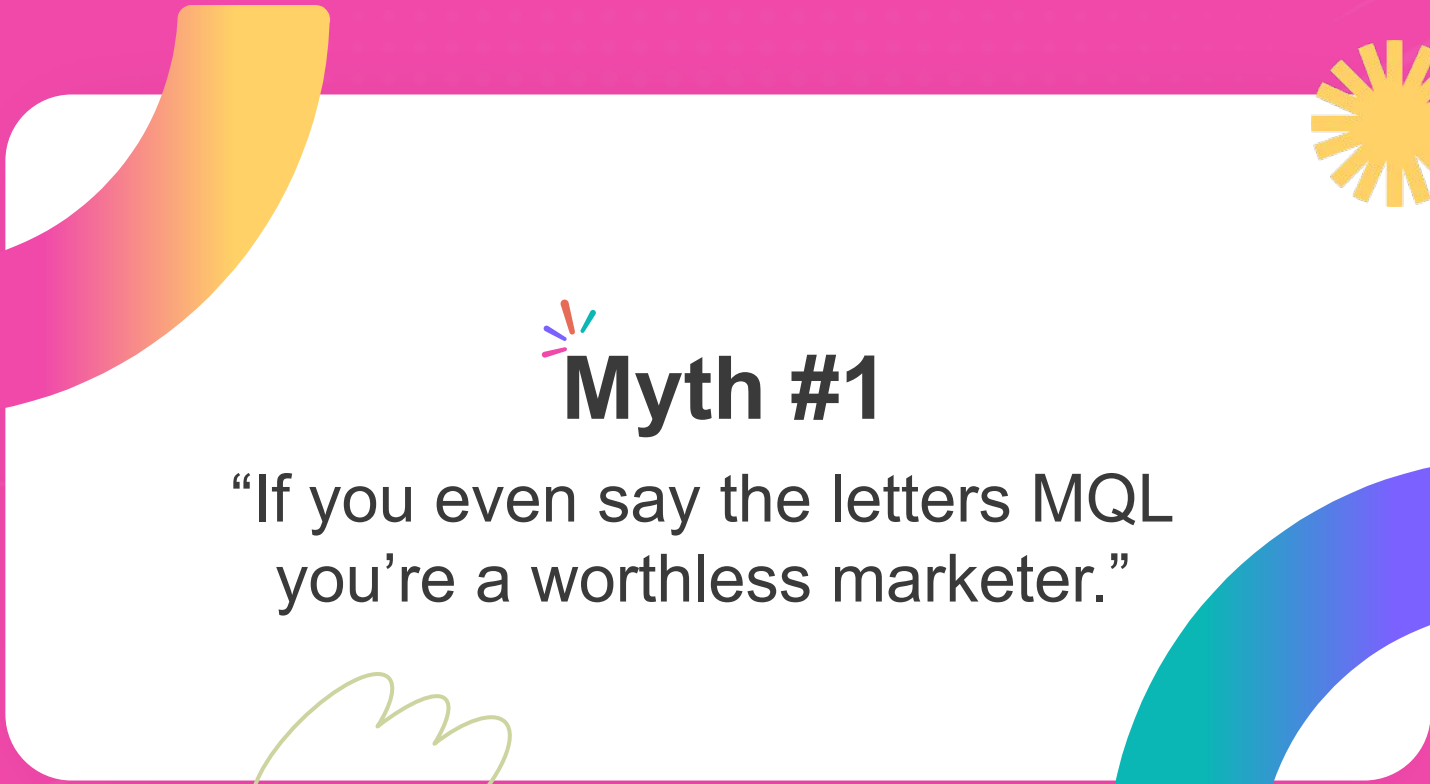
“Voice Agents are not for marketers.”



Don't Fall For It

Resisting these five marketing myths could actually generate your best customers.





Myth #1

“If you even say the letters MQL
you’re a worthless marketer.”

The Reality?

The MQL is not to blame,
the marketer is.

MQLs are marketer-made
lead delivery systems and
can be redefined.





The Solution

“MQLs are worthless.”

**Redefine it.
Convert it.**



What If...

ML is:

- +50 for being imported from a list buy*
- +25 points for opening an email*
- +25 points for clicking (even though it was to unsubscribe!)*

VS

ML is:

- A decision maker at a target account in your ICP...*
- ...who has spent over 60 minutes on your site over 2 weeks...*
- ...who subscribed to your newsletter...*
- ...and is using a competitor product.*



Or...



SQL is:

- +50 for being imported from a list buy*
- +25 points for opening an email*
- +25 points for clicking (even though it was to unsubscribe!)*

VS

SQL is:

- A decision maker at a target account in your ICP...*
- ...subscribed to your newsletter...*
- ...has read every email...*
- ...received your latest email offer for highly engaged prospects...*
- ...and started a trial.*

MQL

VS

MNL

RTB

PQL

QAIM

RFS



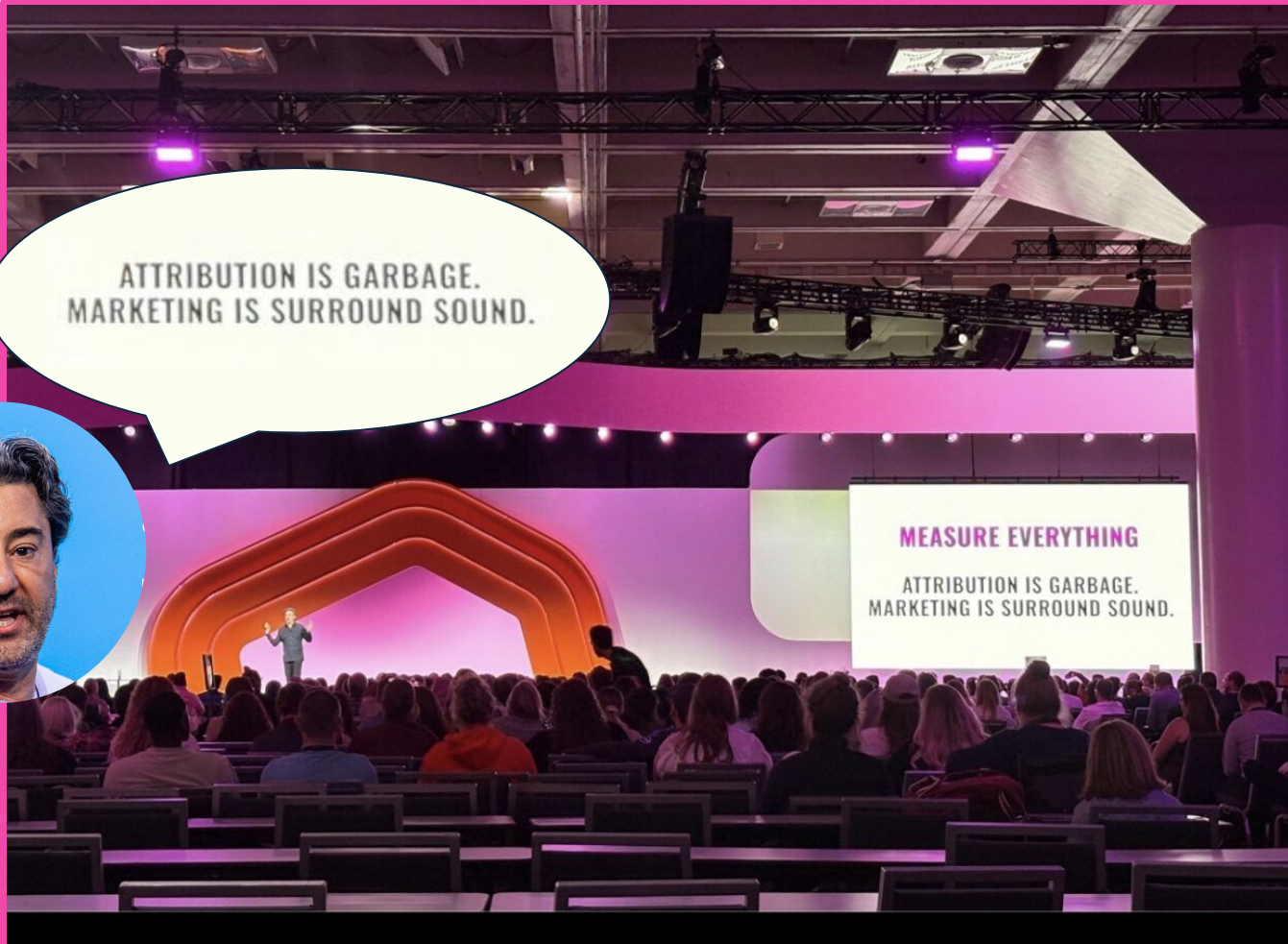
Myth #2

“Attribution is Garbage.”





ATTRIBUTION IS GARBAGE.
MARKETING IS SURROUND SOUND.



The Reality?

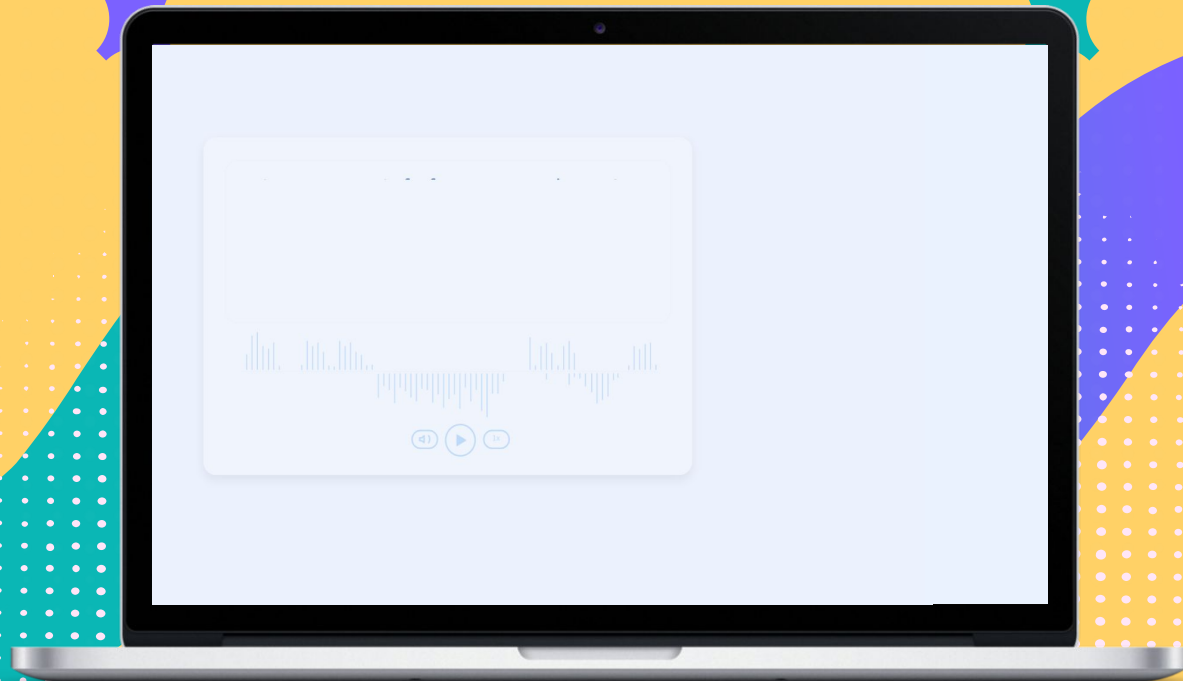
**There will never, ever, *ever*
come a time when marketers
don't have to answer the question:**

*"How do you know that the money you're investing
is generating revenue for our business?"*



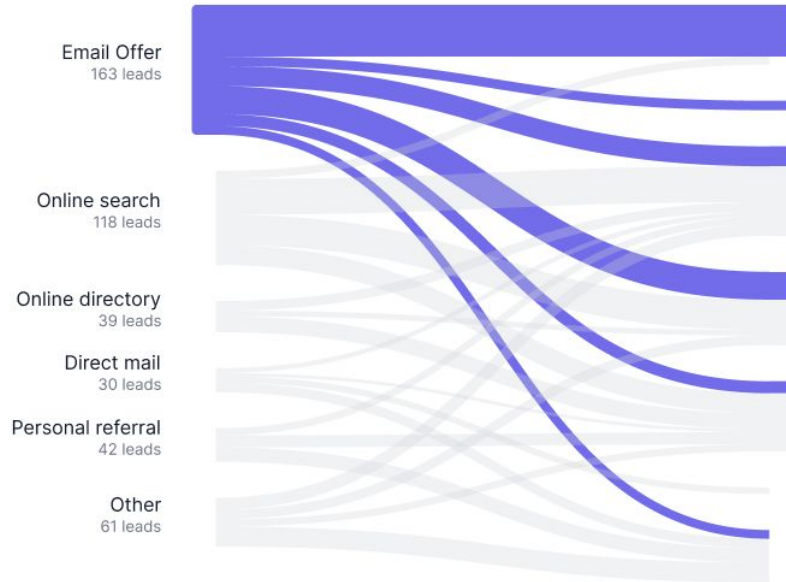
The solution.

Attribution isn't garbage when you do it right.



The solution.

Self-Reported Attribution



Software-Based Attribution

Email Offer Lead Distribution

How the 163 Email leads are tracked through software:

Instagram Ads:	65
Google Ads:	35
Google Organic:	25
Google Business Profile:	15
Facebook Ads:	12
Direct:	11
Total:	163





Myth #3

“Call Insights are for sales leaders.”



The reality?

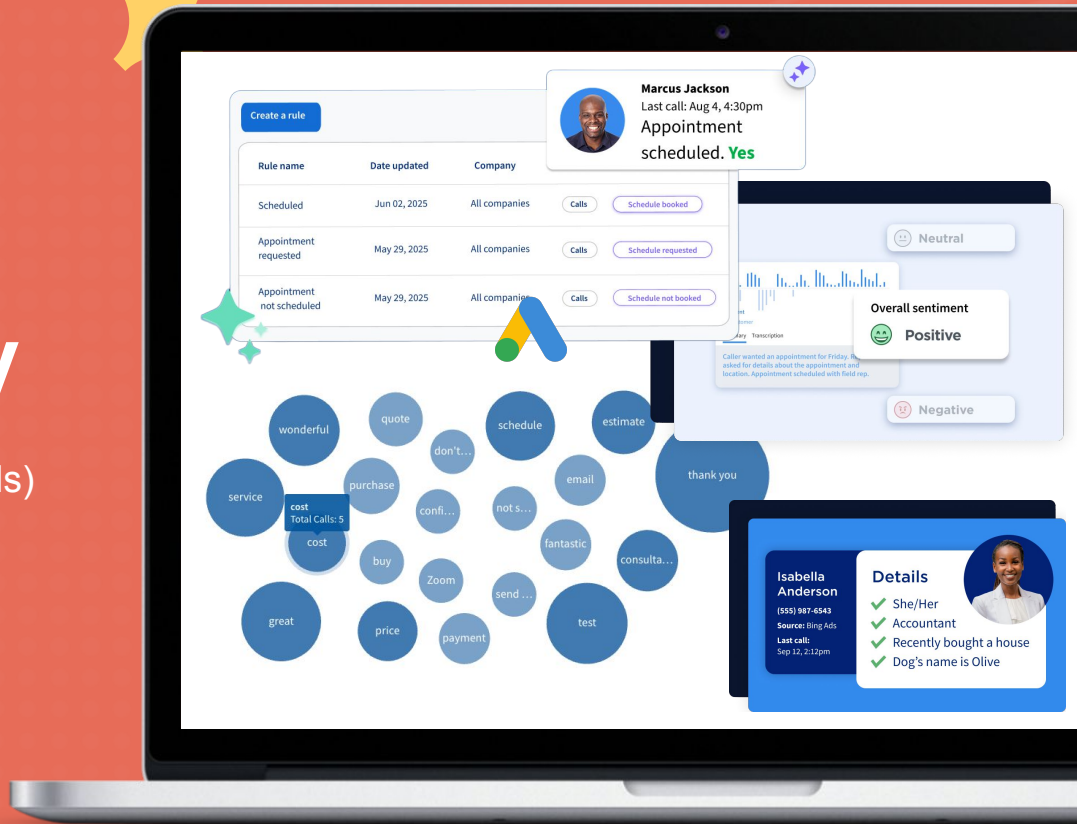
Insights from Conversations Power Confident Marketing

Call insights unlock data points
for more personalized
MARKETING communications.



5 Ways You Can Start Using Conversation Data In Your Marketing Today

1. Improved targeting (conversion signals)
2. Email segmentation (sentiment)
3. Email personalization (caller details)
4. Offer creation (term analysis)
5. Keyword research (keyword clouds)





Myth #4

“Texting is irrelevant to marketers.”



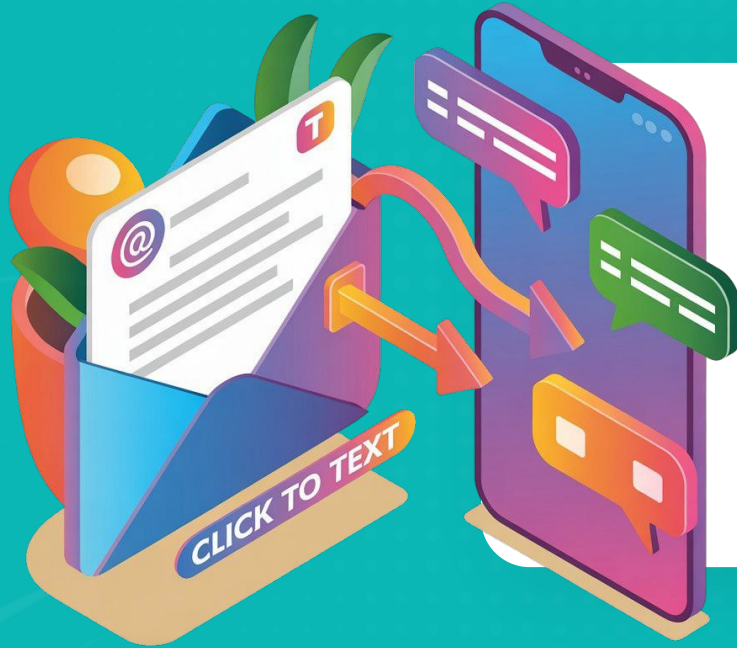
The reality?

That couldn't be more false.

Giving your buyers choice in how they communicate boosts conversion.



2 ways marketers should be utilizing text today



1. Offer trackable click to text right from your emails (or ads or website)
2. Local Service Ad (LSA) Message Leads



Myth #5

“AI Voice Assistants are not for marketers.”



The Reality?

Leads aren't being answered.

Marketers should care most.



AI Voice Assistants

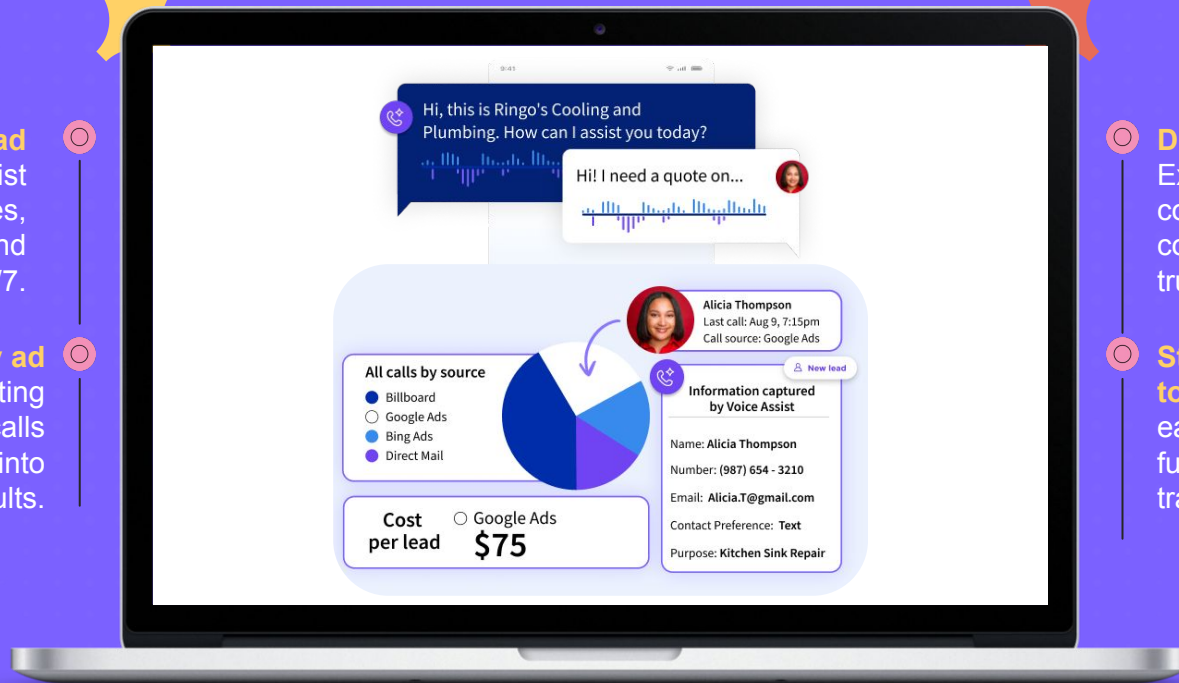
4 reasons to care as a marketer

Never miss a lead again: Voice Assist answers, captures, and qualifies inbound calls 24/7.

Maximize every ad dollar: Stop wasting spend on missed calls and turn every call into measurable results.

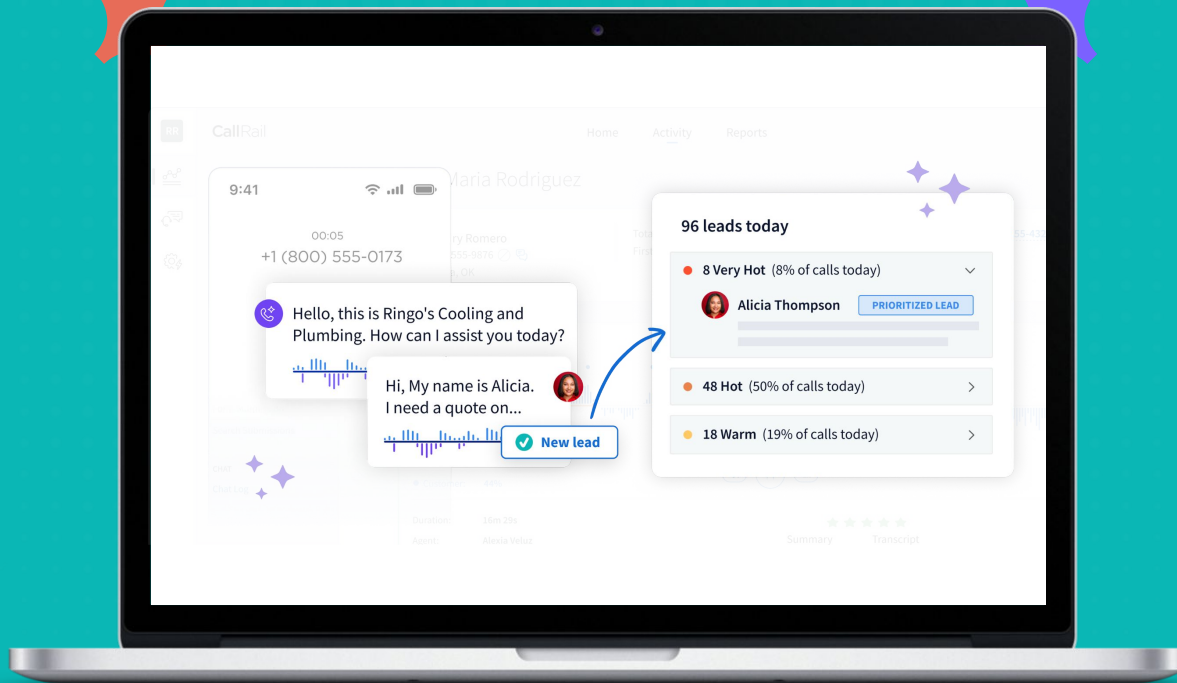
Drive better outcomes: Expand ad windows, boost conversions, lower cost-per-lead, and prove true marketing impact.

Start getting results tomorrow: Fast to launch, easy to customize, and fully integrated with tracking and attribution



Prioritize your leads

Voice assistants can even capture caller intake details and intent, then score leads to help prioritize follow-up.



Market with Confidence.



Redefine MQLs & **convert** them.



You **NEED** attribution to answer the hard questions.



Calls fuel **confident** marketing.



Texting **IS** **relevant** to marketers.



AI Voice Assistants ensure **your leads** are answered.

"Say bye, bye, bye to messy marketing!"
- Lance Bass



Ready to learn more?

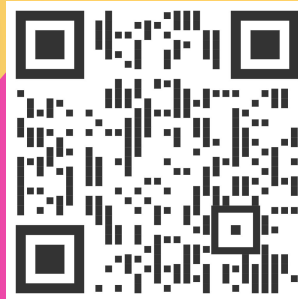
Let's KEEP IN TOUCH

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<https://www.linkedin.com/in/emilypopson/>

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Check out our website to learn more 



Question + Answer



