A CALLRAIL FEATURED PRESENTATION

THREE ACTS

# CRAZY, STUPID, LEADS.

*A love story about marketing dollars and the leads they never came home with.*

CallRail



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As an award-winning marketer, Emily believes business owners should have the resources they need to market with confidence.

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THE CRAZY, STUPID, TRUTH

# *Every marketer is in a relationship with their budget.*

**Very few of them are sure it's working out.**

TONIGHT'S PROGRAM

THREE ACTS, NO INTERMISSION

ACT ONE

## THIS IS SOMETHING CRAZY

Multiple channels. One budget. No idea which dollars are doing the work.

ACT TWO

## THIS IS SOMETHING STUPID

You drive the leads — then let calls go to voicemail and ghost.

ACT THREE

## THIS IS SOMETHING WE LOVE

Now more than ever, with AI, marketers can prove and deliver ROI.

ACT ONE

# THIS IS SOMETHING CRAZY.

RATED R(OI)

**When money leaves the building… and never returns.**




*When the CFO cuts you off because you can't prove ROI:*

THE QUESTION THAT NEVER GOES AWAY

*“How do you know that the money you’re investing in marketing is generating revenue for the business?”*

**There will never, ever, ever come a time when marketers don’t have to answer it.**

THE CRAZY PART

# DOLLARS ARE FLYING EVERYWHERE.

GOOGLE SEARCH
**$18,400**
LAST CLICK ONLY

LOCAL SERVICE ADS
**$9,750**
CALLS UNTRACKED

?

DIRECT MAIL
**$6,000**
NO SOURCE

RADIO SPOT
**$5,500**
"PEOPLE MENTION IT"

YARD SIGNS
**$1,100**
VIBES

BILLBOARD
**$7,200**
UNKNOWN

?

GOOGLE BUSINESS
**$0**
PHONE RINGS, NO DATA

?

REFERRAL PARTNER
**$3,300**
UNTAGGED

PODCAST
**$2,400**
UNKNOWN

PRE-SHOW QUIZ

# *Which line item are you least sure about?*

**Put it in the chat. No judgment. Just some healthy self awareness.**

THINGS SAID OUT LOUD, IN HARD MEETINGS

*"It's probably the radio spot?"*

NOBODY HAS CHECKED SINCE MARCH

*"Leads are up, so something's working."*

WHICH SOMETHING, THOUGH?

*"The calls go straight to sales."*

AND THE DATA STAYS THERE

*"We can't really track phone calls."*

YOU CAN. YOU HAVE FOR YEARS.

*"Let's just keep the budget flat."*

THE SAFEST EXPENSIVE DECISION

*"I'll pull it together before the review."*

SIX TABS AND A SCREENSHOT

## THINGS SAID OUT LOUD, IN BETTER MEETINGS

*“Radio drove 14 calls last month.”*

**WE CHECKED THIS MORNING**

*“Leads are up, and here’s exactly why.”*

**DOWN TO THE KEYWORD**

*“Sales takes the call. We see the data.”*

**SAME LEAD, SHARED VIEW**

*“Every call has a source.”*

**JUST LIKE EVERY CLICK**

*“Let’s move budget to what’s working.”*

**THE DATA ALREADY SAYS WHERE**

*“It’s already in the dashboard.”*

**ONE TAB, ZERO SCREENSHOTS**

ACT TWO

# THIS IS SOMETHING STUPID.




RATED R(OI)

**When the phone rings... and nobody answers it.**

BAD DATING ETIQUETTE

# *You paid for dinner. Then you never called.*

**Spending money on marketing then ghosting your leads is the same move.**

THE REALITY?

# THE SPEND IS MEASURED. THE OUTCOME ISN'T.

**55%**

of small businesses don't respond to leads right away after hours.

**9/10**

businesses can't put a number on the revenue they lose to slow responses.

**78%**

of people have chosen a competitor after failing to reach a business.



*Source: CallRail 2025 Call Data Report*

# STOP GHOSTING LEADS.

By the time a call goes unanswered, your marketing budget is already spent. **That's not a sales problem. It's a marketing problem.**

✓ **You built that brand awareness.**

✓ **You earned that search ranking.**

✓ **You paid for the click, view, or referral.**

***And then... no one answers the phone.***

*That lead doesn't wait... they call your competition.*

WHAT A MISSED LEAD ACTUALLY COSTS

# THREE WAYS A MISSED LEAD QUIETLY COSTS YOU.

## YOU PAY TWICE FOR ONE LEAD

Ad spend brings them in. Nobody picks up. You pay again to reach the same person next week.

## THEY CALL THE NEXT NAME

When no one answers the phone, they don't leave a voicemail. They call your competition.

## YOU BLAME THE WRONG CHANNEL

The ad worked; the follow-up didn't. Cut the channel and pipeline drops a month later, cause unknown.

# STOP AVOIDING AI.



WHAT WE HEAR 01

**“MY BUYER WON’T TALK TO AI.”**

They already do, everywhere else. They hang up when it’s clunky — not because it’s AI.

WHAT WE HEAR 02

**“I’M COMMITTED TO A PERSONAL TOUCH.”**

You can only give a personal touch when you’re actually available.

WHAT WE  HEAR 03

**“I CAN’T TRUST IT.”**

No bad days. Never sick. Never forgets your positioning. Often more consistent than we are.

WHAT WE HEAR 04

**“I DON’T HAVE TIME FOR ANOTHER TOOL.”**

Missed calls used to be inevitable. Now they’re preventable.

THE REAL PROBLEM

# *You're not providing a personal touch. You're delivering a dial tone.*

**On a job site. At a kid's recital. Eating lunch. In court.
Under a truck with oil dripping on your face.**

THE COMMENTS SECTION HAD NOTES

## THE CRITICS

*"Not a marketing problem. An operational problem. But thanks for shifting blame."*

A COMMENTER, PERSONALLY VICTIMIZED

*"Marketing makes the phone ring. Sales turns those rings into money."*

A COMMENTER WITH A HARD DISAGREE

*"It's 100% on sales to pick up their phone calls."*

A 'PERFORMANCE' MARKETER

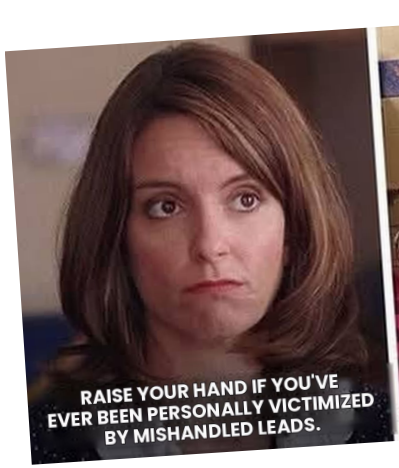
## THE ONES WHO GET IT

*"A missed call is one of the most expensive ways to discover your intake process doesn't match your marketing spend."*

A COMMENTER WHO GETS IT

*"You can't optimize ROI if your leads' calls aren't being answered."*

ME, IN THE REPLIES




*The commenters on my post:*

**It's only rage bait if you decide to be enraged.**

STOP PLAYING GAMES

# *Why guess if they're into you?*

**Call back. Follow up. Pick up the phone when they call.**

ACT THREE

# THIS IS SOMETHING WE LOVE.

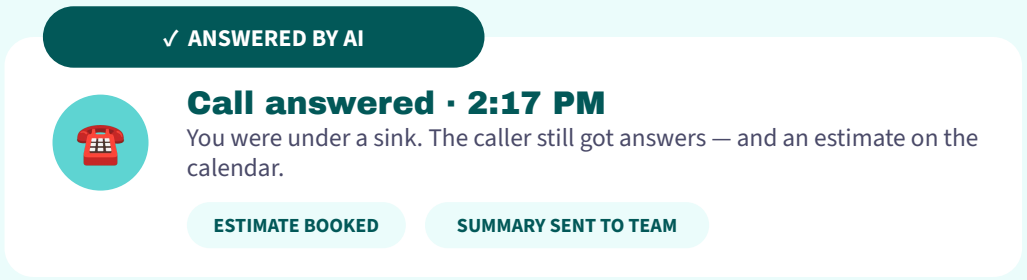



RATED R(OI)

**When every dollar says where it went… and every call gets answered.**

THE SOLUTION

# EVERY CALL, TEXT AND FORM — ATTRIBUTED BACK TO THE CAMPAIGNS THAT DROVE IT.




Now more than ever, with the help of AI, you can tie a lead back to the billboard someone called from — and have the phone answered while you're out of office.

- **Calls, texts, and forms tracked in one place**
- **Every conversation transcribed and summarized**
- **Leads scored and qualified automatically**
- **AI answers when your team can't**

CHANNEL 01

## CALLS

What really drove this lead to call?

Are all calls being captured?

Is the person answering qualified?

Do you have proper follow-up in place?

CHANNEL 02

## TEXTS

Where are your text leads coming from?

Where are these going?

Are all texts captured?

How quickly are you responding?

CHANNEL 03

## FORMS

Are you optimizing your attribution data with form data?

Are these funneling into a shared inbox?

What's your response time?

Are you missing some completely?

THE SAME CHANNELS, RANKED

# NOW THE SCATTER HAS AN ORDER.

| | CHANNEL | ATTRIBUTED LEADS | SPEND | COST / LEAD |
|---|---|---|---|---|
| 1 | LOCAL SERVICE ADS | | $9,750 | $32 |
| 2 | GOOGLE BUSINESS | | $0 | $0 |
| 3 | GOOGLE SEARCH | | $18,400 | $94 |
| 4 | REFERRAL PARTNER | | $3,300 | $26 |
| 5 | META | | $7,200 | $188 |
| 6 | YARD SIGNS | | $1,100 | $61 |
| 7 | DIRECT MAIL | | $6,000 | $300 |
| 8 | NEXTDOOR | | $2,400 | $410 |
| 9 | RADIO SPOT | | $5,500 | $611 |

# HOW VOICE ASSIST CAPTURES EVERY OPPORTUNITY.

01

## ANSWER EVERY TIME.

Voice Assist picks up every call and text, 24/7, so interested leads get an immediate response.

02

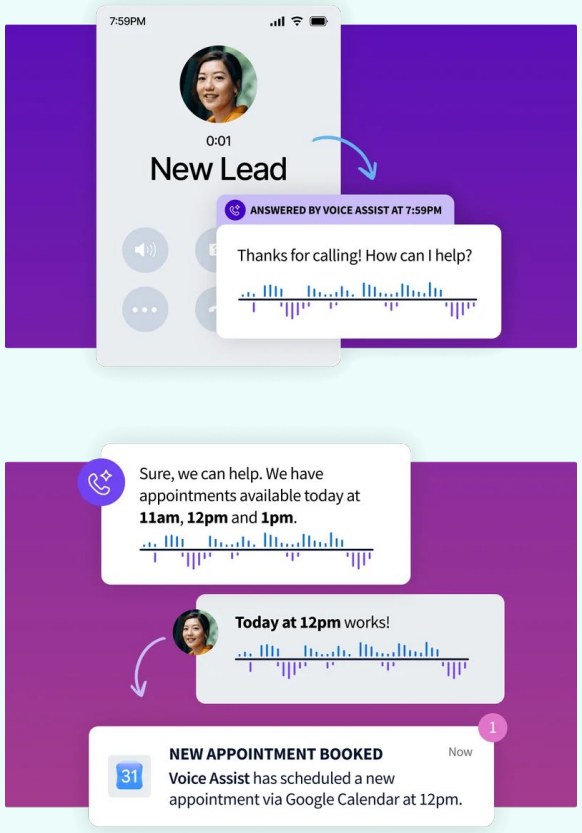
## DELIVER 5-STAR CONVERSATIONS.

Voice Assist uses context from your CRM and past interactions to create experiences that feel human.

03

## FOLLOW THROUGH AUTOMATICALLY.

Schedule appointments and send follow-up texts automatically so customers can take the next step.

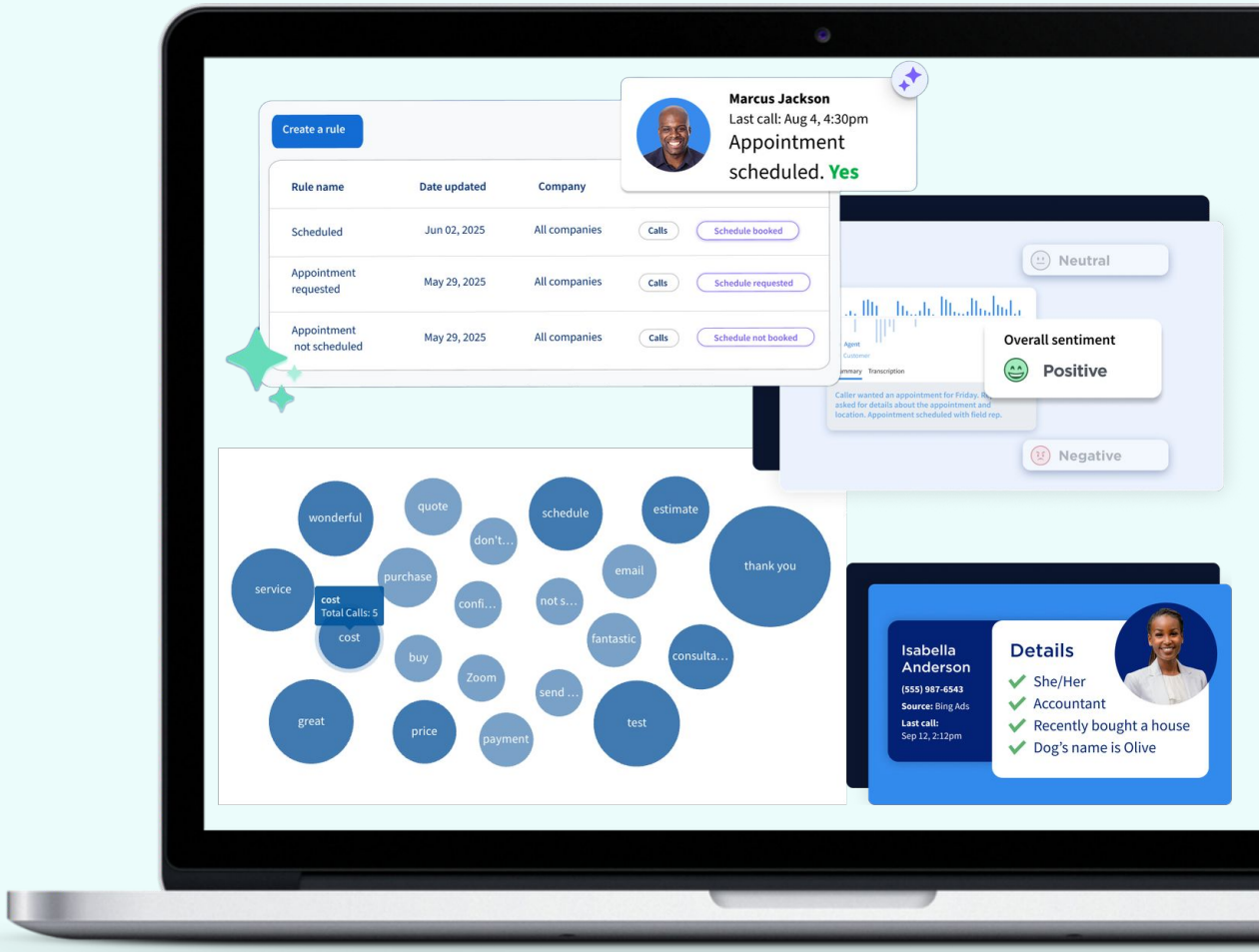


LISTEN CAREFULLY

# INSIGHTS FROM CONVERSATIONS POWER CONFIDENT MARKETING.



*When you actually listen to what your leads are saying:*




ACT THREE · LOVE

MAJOR GREEN FLAGS

# WHAT A HEALTHY RELATIONSHIP LOOKS LIKE.

## 01

### TRACK EVERY CONVERSATION.

Calls, texts, chats and forms. Not just what the ad platform reports.

## 02

### TIE SPEND TO REVENUE.

Measure what each dollar brought home, not just the clicks it bought.

## 03

### LISTEN TO YOUR LEADS.

What people say on calls and forms is the best brief you'll ever get.

# CALLRAIL CONNECTS THE DOTS

FROM FIRST CLICK TO CLOSED REVENUE

STEP 01

**MARKETING CAMPAIGN PERFORMANCE**

STEP 02

**LEAD QUALITY & CONVERSATION HANDLING**

STEP 03

**CUSTOMER & REVENUE GROWTH**

*Faster growth and higher ROI.*

A BETTER FIRST DATE WITH YOUR MARKETING

# YOU CAN START MONDAY.

1. Put tracking numbers on your key marketing campaigns.
2. Set up smart follow-up so no lead waits until Monday.
3. Pick up the phone. Find your most expensive unanswered hour.
4. Listen to ten calls. Write down what people actually ask for.

FOLLOW @CALLRAIL · 14-DAY FREE TRIAL · NO CARD REQUIRED

SCAN TO START YOUR FREE TRIAL

THE WHOLE MOVIE IN THREE LINES

| | |
|---|---|
| **CRAZY** | Untracked spend isn’t a reporting gap. It’s a decision you’re making with your eyes closed. |
| **STUPID** | Driving leads you don't answer isn't a sales problem. It's a marketing problem — and it quietly costs you your budget and reputation. |
| **LOVE** | Now more than ever, with AI, marketers can prove and deliver ROI. |

THE PART WHERE YOU TALK

# *Questions?*

**Crazy, stupid, I don’t care! I have answers.**