

Why set up click-to-call in Google Ads?

As a business owner, it's important to evaluate your marketing strategies so you can figure out what's working and what's not. If you run a successful business, then chances are you're familiar with Google Ads. But are you confident that your strategy is working as well as it should be? Many brands can benefit from using a particular kind of Google Ad, called a click-to-call ad. But how exactly do you set them up? And what are they in the first place? Keep reading to find out.

What is a click-to-call ad? Click-to-call ads are an ad type where once clicked upon, instead of linking off to a website, the business is called directly. These ads can only appear on mobile devices, making them a key part of a mobile marketing strategy. There are two instances where an ad can become a click-to-call ad: when running a call extension on a text ad, or when running a call-only ad.

What's a call extension? It's a phone number that appears next to text ads and provides customers with the option to call the business. For mobile, these ads appear with a click-to-call button. While on desktop or tablet, the phone number will be seen next to the ad.

The benefits of click-to-call ads Now that we understand what a click-to-call ad is, we can look at why they are effective when used in marketing campaigns.

Improved conversion rates Businesses that include a phone number on their website and ads typically experience an increase in conversions, compared to those that don't. And while that's simple enough to understand, the real value of click-to-call ads comes from the fact that when users click-to-call on a mobile ad, they're usually close to actually buying your product. This indicates the person is quite far down the sales funnel. How is that helpful? Because a quick chat with someone on your sales team could be just the thing to push the buyer over the line.

A competitive edge Surprisingly, the vast majority of small-medium sized businesses do not have click-to-call setup. Yet nearly half of customers browsing on mobile search somewhere else if there are no click-to-call features enabled. This means that if you don't have this ad type set up, you're missing out on potential sales. Another way to think of it is like this: You want to make the customer journey as smooth as possible. If you don't have this crucial last step ready to go, then there's a chance you'll miss out on the opportunity.

Customer communication is easier Click-to-call ads are important because they make getting in touch with your business super easy. Why is this useful? Because a poor user experience will often cause searchers to click off and spend their money elsewhere. Click-to-call ads ensure your phone number is positioned at the top of the page so it can't be missed. From there, the customer only has to click on the button to speak with a sales representative who can provide the assistance they need. That's what we call great customer service.

Speak to us about call tracking software Want to take your business to the next level? The team at WildJar can help with call tracking software that's easy-to-use, affordable and effective. We have a range of services available to support your marketing strategies.

Contact our friendly experts and book a demo today.

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