



Big Lessons from Little Details

What we've learned from call tracking

By Scott Nichols, Founder CourtClerk.net

We recently had a client ask us to put his direct mail campaign on hold for a few weeks to focus on a big family event. This particular client happened to be taking advantage of our [Campaign Analytics and Reporting](#) tools. Being the curious, direct marketers that we are, we used the opportunity to study the effects of shutting down his outgoing campaign. The remainder of this article highlights a few of the insights gained from the process.

- **Response to change in volume is delayed by several weeks and varies from mailing to mailing.**

While the client's intent was to slow down the number of incoming calls during the week of the big event, it is extremely difficult to know exactly when the decline of letters will have an effect on the decline of calls. In this particular case, putting a temporary stop to sending the letters had no effect for almost a week and stopping the letters completely did not result in a stop of incoming calls until three weeks later. **Key Learning:** Keep your letters at a steady volume and refer business to other attorneys when the volume becomes temporarily out of whack.

- **If you don't objectively measure results, you really don't understand them.**

One of the more surprising finds for clients using CourtClerk.net's call tracking system is how far off their informal tracking systems are at measuring results. Most of our clients feel that they have a fairly accurate understanding of how many calls they get and how effective their campaigns are. Our experience shows that the majority of attorneys underestimate the effectiveness of their campaigns for a variety of reasons. After implementing our Campaign Analytics and Reporting tools, one client was extremely surprised to realize that 40% of his incoming calls were going unanswered. **Key Learning:** The bottom line is that if you aren't objectively measuring the results of your marketing campaigns, you are wasting valuable marketing dollars.

- **It takes a while to build a pipeline.**

Some potential clients start calling attorneys the same day they receive their letters. Others wait until the day before their court date. As a result, our experience has shown that it takes roughly 4-6 weeks of sending a regular number of letters out on a regular basis before the pipeline reaches an expected average. Once this stabilization occurs, it then becomes possible to tweak and improve the targeted marketing piece in an attempt to measure and generate better results. **Key Learning:** Be patient and make sure you are at a normal level of operations before making any strategic decisions.

One of the reasons Targeted Marketing Works is due to the fact that results can be measured with precision. Adjustments can then be made and additional testing can be measured to prove the increase or decrease in effectiveness. **Key Learning:** If you're not testing or measuring, you're not conducting an effective campaign.