

BUSINESS

listings sales guide

AND

COMMERCIAL

Pay-per-call is a new and powerful results driven advertising method with roots similar to pay-per-click advertising which is the dominant form of online advertising. In **pay-per-call**, however, the advertiser receives a phone call. A majority of current **pay-per-call** providers use web forms to generate phone calls. With print marketing the advertiser is given a track-able extension or toll-free telephone number which redirects to the advertiser's actual phone number. This type of advertisement is now very popular with Yellow Pages companies.

Virtually any type of business can benefit from **Pay-Per-Call**, but the technique is especially appealing to what are known as high-touch products and services such as lending services, attorneys, real estate, travel, credit repair, e-commerce, debt settlement, automotive services, finances, hospitality, insurance, etc. As we know many people do their research using the internet, but really need to talk to someone before making a commitment.

Pay-Per-Call is the natural progression of Pay-Per-Click, Pay-Per-Impression and Cost-Per-Lead pricing models and is quickly emerging as the newest model in the interactive advertising industry.

Given the high rate of reported click fraud with non verifiable unique pay-per-click, **Pay-per-call** services are believed to be a better solution to connect potential customers to advertisers and offers verifiable use count tracking to better control advertising costs.

As this popularity grows, the effectiveness of every advertisement, listing or impression, and response will be scrutinized thoroughly. A click through to a web site pales in comparison to the actual value of a phone purchase inquiry by a motivated customer. The new standard of measuring the success of ad campaigns will not be CTR, (Click Through Rate), but rather, how often the merchant got to explain to a client about his or her product or service.

Marketers now recognize that voice contact has grown from a customer service function into a sales conversion tool. Merchants will actually get the opportunity to respond to questions in real time and provide the details needed to close the sale.

It is for these very reasons that Business & Commercial LSG, the first and only true commercial real estate shopper on the east coast, now offers **pay-per-call** for print advertising which is more cost effective than the current click-through.

We now also offer Form-To-Call. The revolutionary new solution of turning every website or internet inquiry you receive into a live phone call within 30 to 60 seconds. Be sure to ask about how it works and how you can try **Form-To-Call** for free.

"BECAUSE THE FIRST COMPANY TO RESPOND TO A LEAD IS TWICE AS LIKELY TO GET THE SALE!"

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