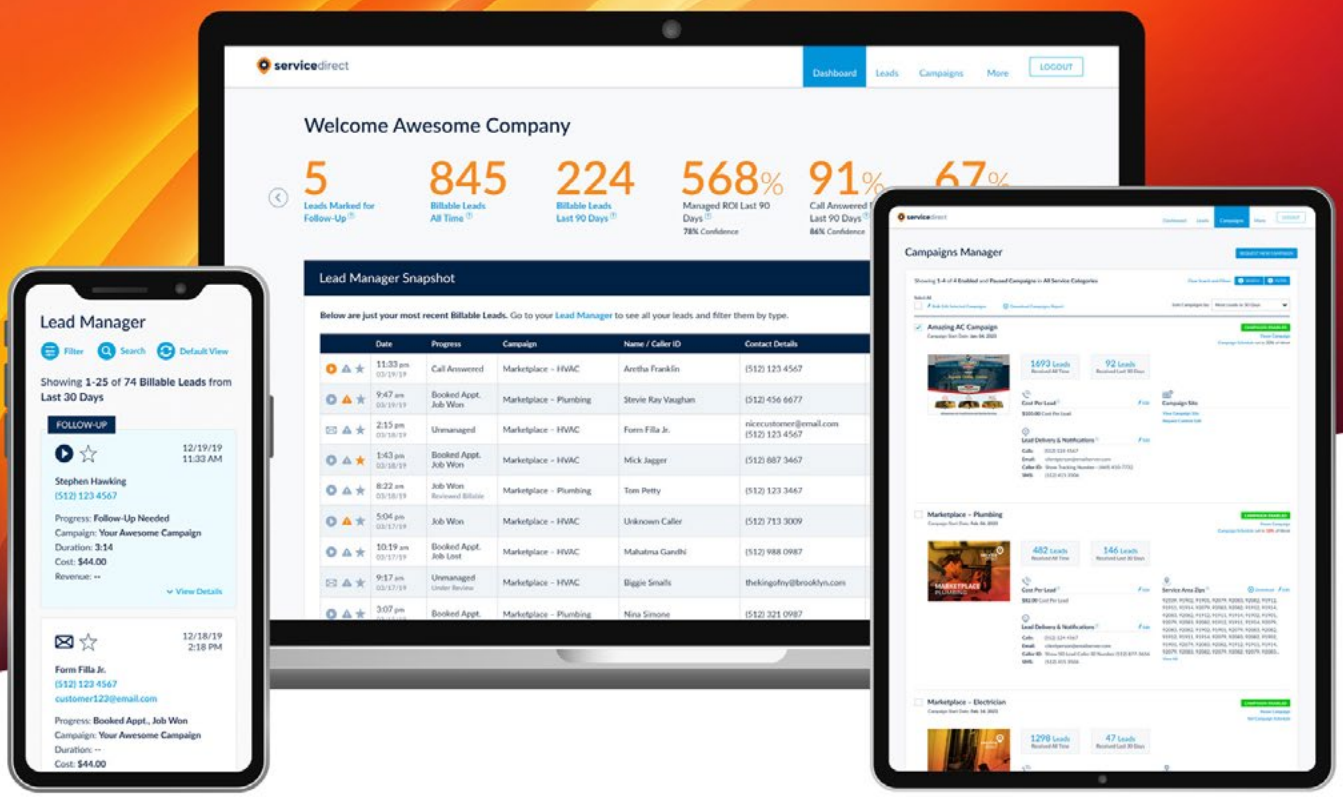

SERVICE DIRECT

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Setting Yourself Up For Success

Get the most out the Service Direct Select program by following these quick tips to help you turn more calls into customers.

At Service Direct, we value transparency and have worked diligently to build a lead management platform that puts you in control. By following these best practices to optimize your mySD Account, you will get more Leads, win more jobs and gain valuable insight into your return on investment.

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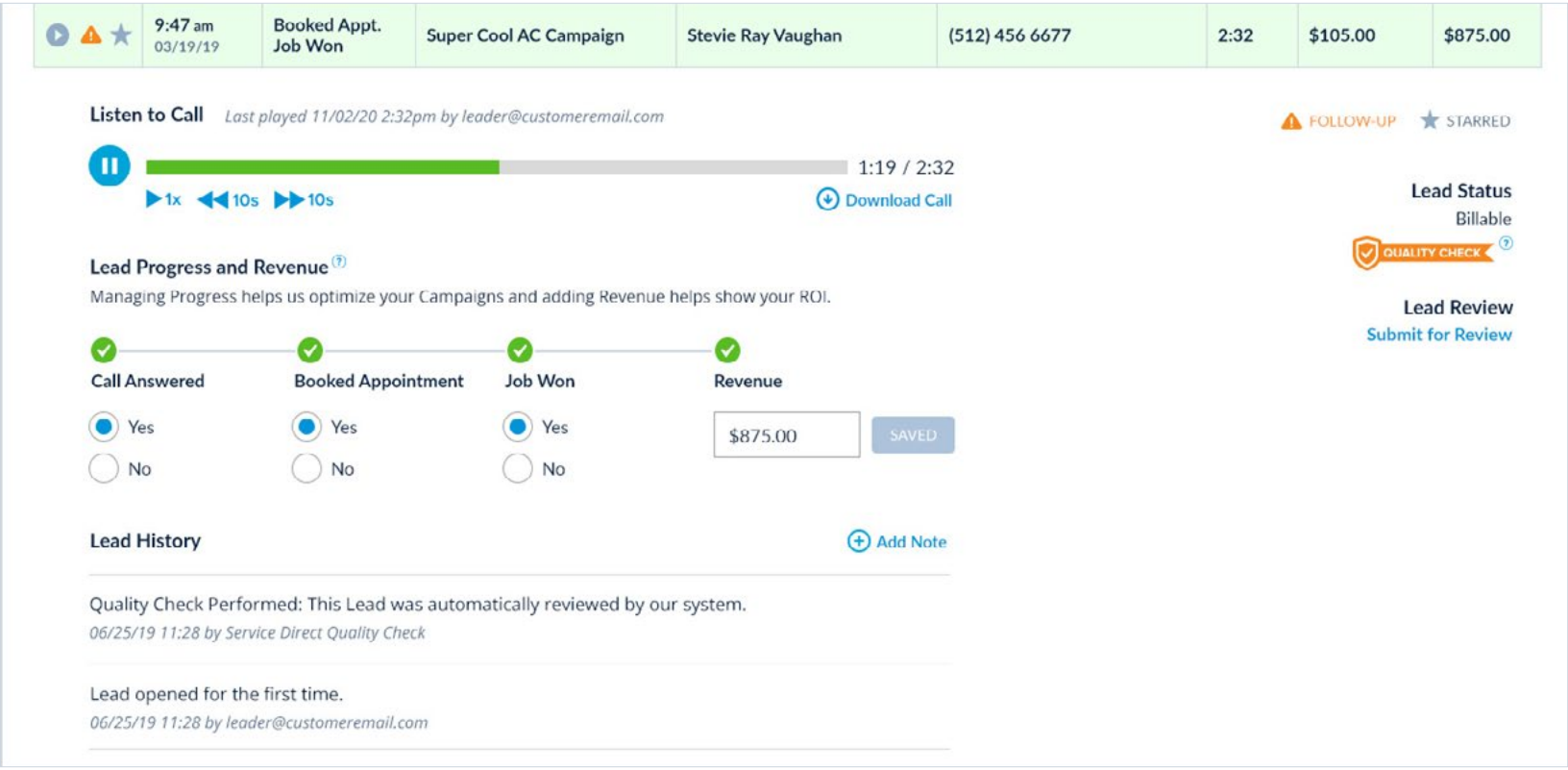

What to Expect

Service Direct has been generating high quality, exclusive leads for local service businesses for over 15 years. In fact, we have delivered 2 Million+ Leads to 2,000+ home and professional service businesses across North America since 2006.

This means we have a lot of data and historical experience to be able to give you a good idea of the results you can expect from the program. Keeping in mind that not every Lead is a Billable Lead, and not every Billable Lead will turn into a Booked Appointment, here are some benchmark performance results by Service Category. These performance results will vary based on the services your offer, and the level of competition in your local Service Area.

40-80%

Approximately 40% to 80% of Billable Leads turn into Booked Appointments, depending on the Service Category.

5X-11X

Our clients typically see anywhere between a 500% to 1,100% return on their investment with our service.

A Billable Lead is a Phone Lead or Form Lead generated by a Service Direct Campaign that is a new potential customer.

A New Potential Customer is someone in your Service Area that is inquiring about one of the services that align with your Service Category.

A Non-Billable Lead is a Phone Lead or Form Lead generated by a Service Direct Campaign that is not a new potential customer. Examples of Non-Billable Leads are existing customers, job seekers, someone outside your Service Area, solicitors, someone asking for a service your industry doesn't typically offer, etc.

Learn More: Billable and Non-Billable Leads

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Quick Tips for Success

RESPONSIVENESS IS CRITICAL

The ability to answer Phone Leads quickly and response to Form Leads quickly is critical to success. When it comes to missed calls, 80% of callers will not leave a message, and 85% of unanswered calls never call back. So, prepare your team to respond to missed Phone Call Leads or emails from Form Leads promptly.

TRACK LEAD PROGRESS

Track Lead Progress for all Billable Leads in mySD Lead Manager to improve accuracy of your Lead Performance Metrics and to improve our ability to optimize your Campaigns for higher quality Leads.

DON'T PAUSE AND ENABLE YOUR CAMPAIGNS TOO FREQUENTLY

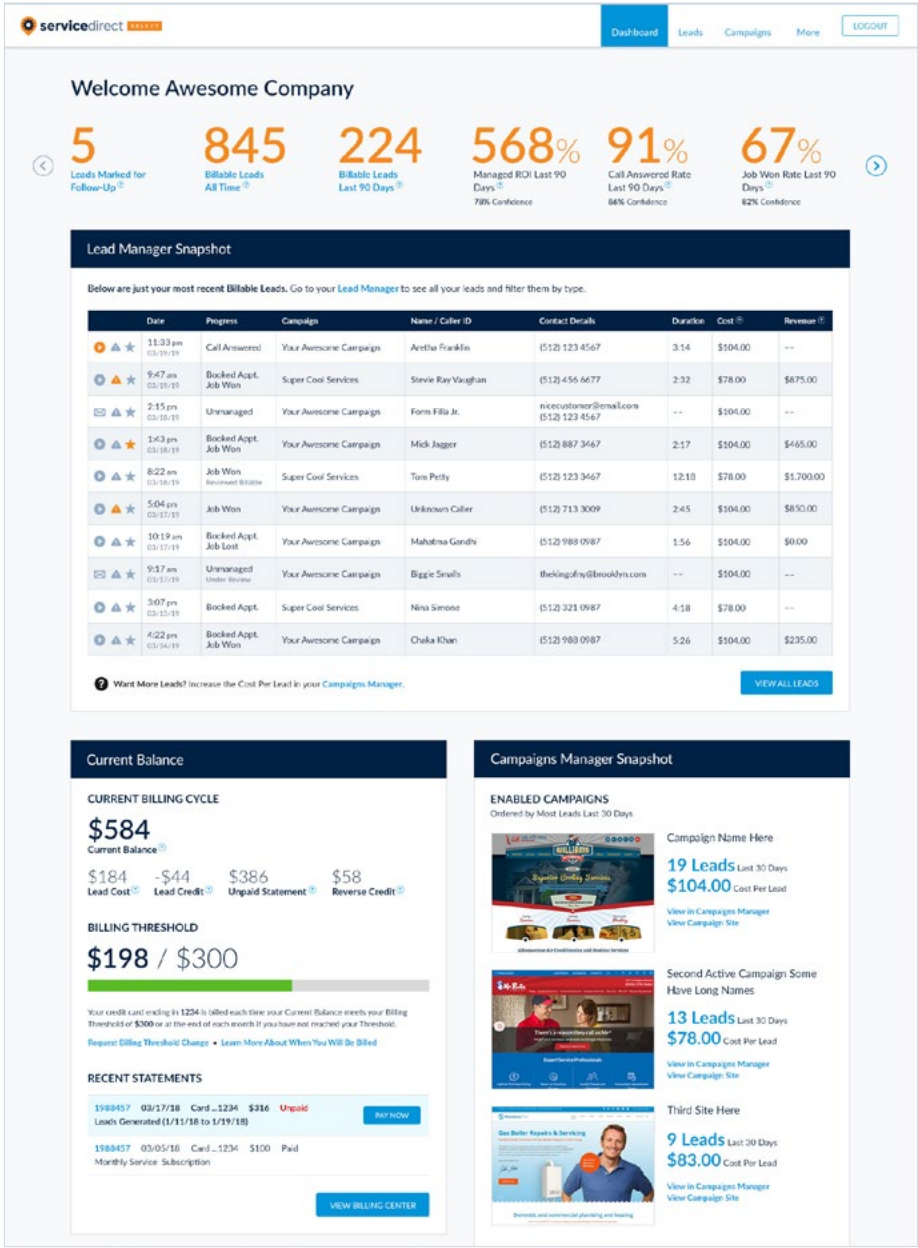
Sometimes it makes sense to Pause your Campaigns but doing so too frequently will negatively impact the performance of your Campaigns. If you do Pause a Campaign, then be sure to set Enable For Future Date.

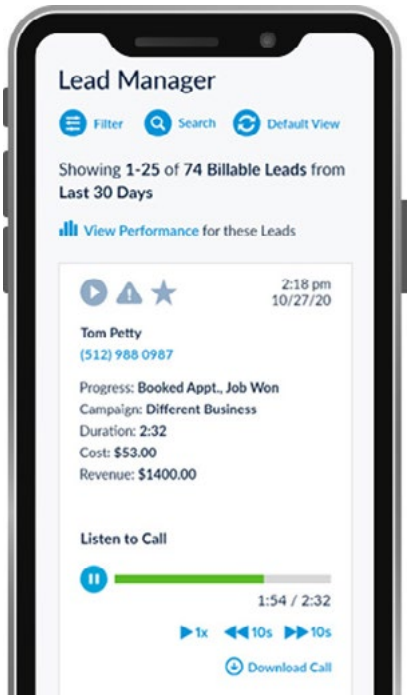
CUSTOMIZE YOUR CAMPAIGN SETTINGS

If you are wanting to adjust the volume of Leads, consider changing your Cost Per Lead (higher CPLs result in more Leads, lower CPLs result in fewer Leads). If you want to adjust the hours you are receiving Leads, try adding an Ad Schedule so that your ads only run during your hours of operation.

GIVE IT SOME TIME

Give the program at least 3 months to ramp up to its full potential. Since each of your Campaigns are custom to your services and location, there is an optimization period and our team continually works to improve performance.





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Service Direct Best Practices

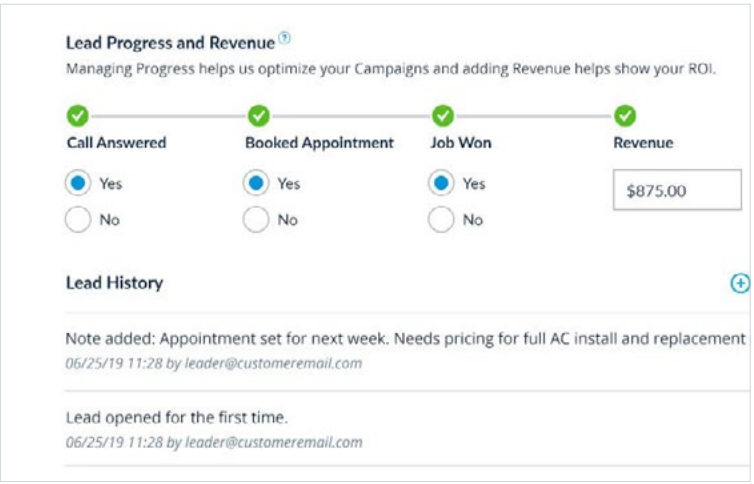
MANAGING YOUR LEADS

Track Lead Progress

Review and manage your Leads in your mySD Lead Manager. The more Leads you manage, the more accurate your Lead Performance Metrics will be. Based on the performance data we can better optimize your Campaigns to generate more profitable Leads.

Learn More: Managing Your Leads

Learn More: Using the Lead Manager



Submit Leads for Review

You only pay for Leads from new potential customers. Our Lead Review process ensures that you can flag Leads you believe should be Non-Billable.

You are able to Submit A Lead for Review if...

- The call has been answered.
- The Lead was generated in the Last 30 Days.
- Call Recording was enabled at the time the Phone Lead was received.
- The Lead has not already been Submitted for Review.

Learn More: Submitting a Lead for Review

Learn More: Billable vs Non-Billable Leads

Call Insights Service

Enroll in our Call Insights Service and we will proactively review all your Leads to save you time and money and ensure you're seeing useful Lead Performance Metrics.

Learn More: Call Insights Service

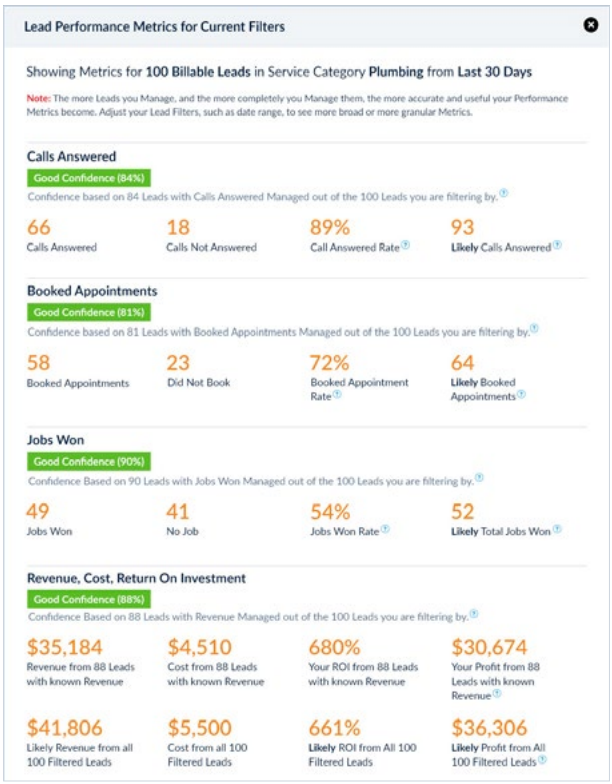
Understanding Lead Performance Metrics

Gain valuable insights into your Campaign performance, Lead quality, and your return on marketing investment with Lead Performance Metrics. Lead Performance Metrics also influence the way we optimize your Campaigns. These additional data points help us focus on generating more of the types of Leads that are working for you.

Some key metrics you are able to see in real-time:

- Call Answer Rate
- Booked Appointment Rate
- Job Won Rate
- Revenue
- Return On Investment

Learn More: Understanding Lead Performance Metrics



CallInsights
BY SERVICE DIRECT

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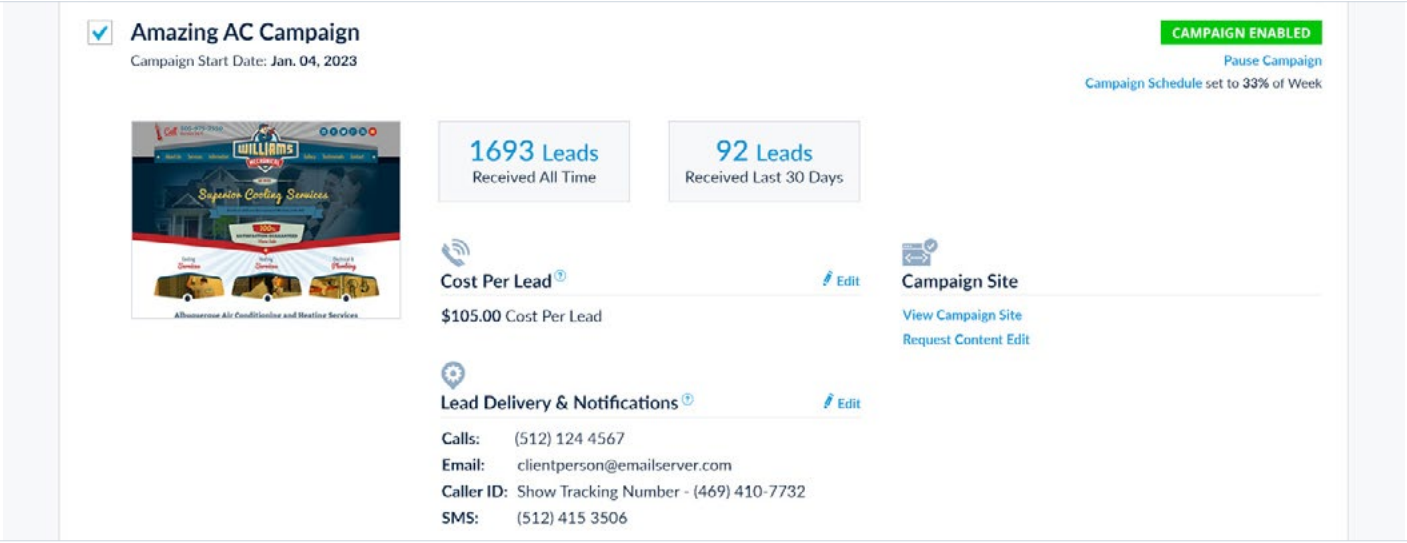

MANAGING YOUR CAMPAIGNS

Each Campaign is created to generate quality, exclusive Leads for a specific Service Category in a specific Service Area. You can review and manage your Campaigns in mySD Campaigns Manager and below are some tips on what you can do to improve their performance.

Adjust Your Cost Per Lead

In general, raising your Cost Per Lead (CPL) will result in an increase of Leads while lowering it will decrease Lead Volume. The CPL is managed on a per Campaign basis and can be changed in mySD Campaigns Manager.

Adjust Campaign Status

Pausing your Campaigns too often can negatively impact Campaign performance. To adjust Lead volume, consider lowering your Cost Per Lead, or try adding an Ad Schedule. If you do Pause Campaigns, then be sure to set Enable For Future Date.

Adjust Lead Delivery Settings

Check that you have your Lead Delivery settings optimized by ensuring that calls, emails, and text alerts are going to the right places.

Updating Your Microsites

For Select Campaigns, updating your Microsite(s) with your latest offers, awards or information will help continue to improve their conversion rates. The following assets are critical in increasing your conversion rate, and ultimately the number of Leads generated per Campaign.

- Add/Update Service Offerings
- Add Testimonials
- Add Photos of Completed Work
- Add/Update Licensing or Certification Information
- Add/Update Company Awards and Recognition

Learn more: Using Campaigns Manager

ACCOUNT SETTINGS

Add Additional mySD Users

You can add multiple Users to your mySD account.

- Add Billing contacts to help manage Billing activities.
- Add Marketing contacts to help manage Lead Progress.
- Add more Users who can respond to incoming Leads.

Customize Notification Settings By User

User-specific notifications enable the right notifications to be delivered to the right people on your team.

Learn more: Managing Users & Notifications

WANT MORE LEADS?

If you want more Leads from the Service Direct Select program, consider the following:

- Add Campaigns for any new Service Categories that your company is now offering.
- Add Marketplace Campaigns in all Service Categories to get more Leads from our Lead Partner Network.
- Expand the targeting for your Service Area.
- Increase the Cost Per Lead for your Campaigns.

Learn more: Growing Your Service Direct Account

GET HELP

- Get 24/7 answers via the Help Center articles and our Service Direct Chat.
- Email us at support@servicedirect.com or open a Support Ticket.
- Schedule a Phone Call with one of our team members.

Learn more: How to Get Help