

HOW TO TRACK THE KEYWORDS WHICH DRIVE YOUR INSTRUCTIONS



Introducing Samson Lead Flow
... lead tracking from first click to file opening

Nick Jervis
SOLICITOR (NON-PRACTISING)



KEYWORDS



Until now, you could only see which keywords generated an enquiry with a phone call or a completed enquiry form, tracked by Google Ads Conversions.

However, you didn't know which of the keywords producing those enquiries turned into profitable, fee paying clients.

Now with Samson Lead Flow, you do.

With Google Conversions, you know which keywords lead to a completed enquiry (a phone call, live chat or completed enquiry form), but that is where the ability to track each lead stops.

With Samson Lead Flow, all inbound phone calls are recorded and turned into a live client entry in your online portal. All form completions are also added to this portal.

The name of the prospect is added to your live lead online database inside Samson Lead Flow, including their name, email address, telephone number, recording of their enquiry along with the keyword which led to them getting in touch with you.

Now the next part is the most powerful part.

You login to Samson Lead Flow and update each of the enquiries you receive which lead to a good prospect, in other words, someone you want to convert as a fee paying client.

You mark the lead as "Quotable".

Over a period as short as a few weeks, we are able to see which keywords drive your higher quality enquiries so that we can then improve Google Ads to target more of the same for you.

Equally as importantly, we also see which keywords never produce quality enquiries, allowing us to remove them from your campaign.

It is a game changer in terms of allowing us to make your Google Ads campaign produce more fee paying clients for you.



You Can Now Access Samson Lead Flow Too

We have been testing the software with three clients and have seen improved results in terms of generating more and also higher value enquiries.

We are now looking for the next three clients to test it with, at a reduced launch price and on a first come, first served basis.

We have been so impressed with the results for the first three clients that any new Google Ads clients will only be able to work with us if they use Samson Lead Flow.

The fee for new clients will be a **£750 set up fee** and then **£500 per month**.

*However, for the first three existing clients to confirm that they would like to get started, we will waive the onboarding fee and charge only **£375 per month for the first six months**.*

*Once these three slots have been taken, the next available ones will be **£425 plus VAT** again with a waiving of the onboarding fee.*

Samson Lead Flow Demonstration

Lead Manager

Default View Google Ads Organic Search Unique Contacts More Views

Showing 18 Leads | Status: Unique Lead Medium: cpc Clear All Exact Match

	Time	Type	Quotable	Medium	Keyword	Contact Name	Email Address	Duration	Phone Number	Recording
View Lead	Wed, Jan 1, 11:15 PM		Pending	cpc	-	Kelly Lee	-	-	+14000000860	-
View Lead	Wed, Jan 1, 9:15 PM		No	cpc	furnace replacement mea	Kimberly May	-	13 minutes and 10 seconds	+14000002504	-
View Lead	Wed, Jan 1, 9:15 PM		Yes	cpc	chandler heating service	Veronica Simpson	veronicasimpson271@wcexample.com	-	-	-
View Lead	Wed, Jan 1, 9:00 PM		Pending	cpc	-	Katie Mcneil	-	-	-	-
View Lead	Wed, Jan 1, 8:45 PM		Yes	cpc	-	Jesse Perry	-	22 minutes and 7 seconds	+14000000393	-
View Lead	Wed, Jan 1, 8:45 PM		No	cpc	slab leak repair phoenix	Raymond Johnson	raymondjohnson719@wcexample.com	-	-	-
View Lead	Wed, Jan 1, 8:30 PM		Yes	cpc	-	Danielle Watson	-	24 minutes and 11 seconds	+14000001534	-
View Lead	Wed, Jan 1, 8:15 PM		No	cpc	24 hour plumber phoenix	Lawrence Adkins	-	23 minutes and 4 seconds	+14000000178	-
View Lead	Wed, Jan 1, 7:45 PM		Yes	cpc	-	Laura Griffin	-	1 minute and 40 seconds	+14000001366	-
View Lead	Wed, Jan 1, 6:00 PM		No	cpc	air conditioning tune up	Cameron Fisher	cameronfisher128@wcexample.com	-	-	-

With Samson Lead Flow, your online portal will display all of the prospect information, as shown in the demonstration above, by importing the data from recorded telephone calls and completed live chats and enquiry forms.

You can see the following data above (there is much more available but these are the key components which will allow us to improve your Google Ads campaign AND your conversions).

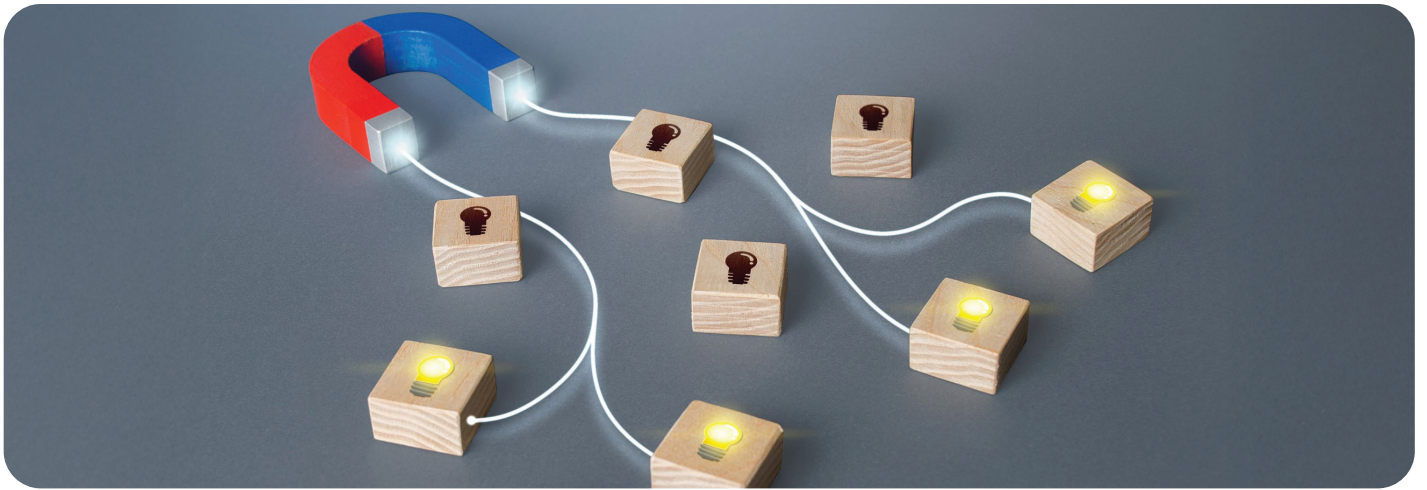
Quotable

When you mark a lead as quotable by logging into your online lead portal (i.e. good quality work that you would like to take one, whether the client instructs you or not), we can see which keyword has driven the lead. We start to see trends for certain keywords driving more of your high quality leads which then allows us to go back into Google Ads to drive more of the same.

Recording

In this column, inbound telephone calls are recorded, which we can then review to see any of the following:

- Delays in answering new enquiries (sometimes the calls not being answered at all); and
- The conversation with the prospect (so that we can suggest improvements to drive more instructions for you).



Ready To Increase Your Lead Flow Quality?

If you would like to improve your lead flow quality at this special, reduced rate, *simply email to get started.*

Once a piece of code is added to your website, the rest of the set up is taken care of by my team.

Aside from logging in to the online portal to mark the high quality leads as “*Quotable*”, we take care of everything else for you.