

What's Draining Your PPC Budget and How to Stop It [Webinar] via @sejournal, @hethr_campbell

You've crafted the perfect ad, fine-tuned the targeting, and even carved out a healthy budget. The clicks are rolling in, but the conversions just aren't there. What's going wrong?

For many businesses, the problem isn't the ad. It's what happens after the click.

Where PPC Performance Falls Apart

Missed calls. Slow follow-ups. Confusing handoffs between marketing and sales.

These are the quiet killers of campaign ROI, and they often go unnoticed until leads have already slipped through the cracks.

That's why we're bringing you a must-attend session that tackles this head-on.

How to Fix the Number One Reason PPC Campaigns Fail

In this webinar, you'll learn how to identify and patch lead leaks at every stage of your funnel.

It's designed for marketing teams that want to stop wasting ad spend and start converting more of the traffic they've already paid for.

What you'll walk away with

- Actionable steps to improve PPC lead follow-up
- A framework to spot weak points in your funnel
- Tools and tips to drive better ROI from your existing campaigns

Meagan McLoughlin, Principal Marketing Manager at CallRail, will walk you through strategies that turn interest into action. You'll also get a behind-the-scenes look at VoiceAssist, CallRail's new AI-powered tool that qualifies calls around the clock.

And don't miss insights from Einstein Industries, a top-performing agency partner, who will share real-world PPC lessons you can apply right away.

If you can't attend live, no worries. Register now, and we'll send you the full recording so you can watch when it works best for you.

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