Expert Tips
to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

3 Ways to Track Your Print Ads

Unique ad features clue you into which print campaigns are driving sales.

1. Ask for Pat! Or Parker! Or Peyton!

Busy receptionists typically do not remember to ask an incoming prospect "How did you hear about us?" Even salespeople forget to ask this critical tracking question. An easy solution is to include an "Ask for (name)" line with your contact information and use a different name for each publication.

For example, the ad in magazine #1 will direct readers to "Call Group Specialist Pat for more information." The ad in magazine #2 will direct readers to "Call Group Specialist Parker for more information."

Then, when a prospect calls and asks, "May I speak to Pat?" you'll know which magazine led them to you.

This technique is even more effective if the print ad offers a compelling bonus or discount that the tour planner must ask to receive.

2. Dial 1-800-ZIP-LINES

Similar to the "Ask for Pat" trick, use a unique phone number in each ad. It's easier than you think. Online call-tracking services like CallRail.com can tell you which print ads are driving your calls for $30 per month.

Or a low tech solution is to buy a prepaid cell phone, like the $10 TracFone®, for each print campaign.

3. Visit www.SpringfieldZip.com

A high-tech way to track your ads is to include a unique web site address, called a "vanity URL" in each different print ad that you run.

For example, SpringfieldZipLines.com is your main web site, buy another URL, for example, ZipSpringfield.com to run in ads in magazine #1 and SpringfieldZip.com to run in ads in magazine #2. After you buy your vanity URLs, you must set them up in Google Analytics to make them trackable. Here's how:

1. Buy your vanity URLs from an Internet domain registrar company like GoDaddy. Assign a unique vanity URL to each magazine campaign.

2. Go to Google's URL Builder tool: https://support.google.com/analytics/answer/1033867

3. Enter your real website URL (not your vanity URL) where it says "Website URL".

4. Under "Source," enter where the prospects are coming from (magazine #1).

5. Under "Medium," enter the type of marketing (print).

6. Under "Name," enter something specific about the ad, for example ("StudentGroupSpecials" with no spaces between the words).

7. Click "Submit".

8. Copy that URL to your clipboard

9. Next, you need to redirect your vanity URL to your real URL. Log into Godaddy.com or the site where you bought the vanity URL, open the account settings for that URL, and in the "redirect" or "forward to" option, paste in the URL you generated with Google's URL Builder. Do not make this a site alias as an A record or C name.

10. Test your vanity URL before you run your print ads.

11. After the print campaign runs, use Google Analytics to see how many people clicked on your vanity URL.