

# Everything You Should Be Doing Before You Start Call Tracking

# Welcome to the first guide from a company where the goal is to tell you **NOT TO BUY** our product.

## At least not yet.

Purchasing software before you're ready is like buying a motorcycle before getting your license. It looks great, but you're not going anywhere for a while. As much as we want you to be our customer, we'd much rather you be a customer who can get real value out of call tracking. And to get real value, there are some things to make sure you have settled first.

**Who are you marketing to?**

**Where are you marketing?**

**How do you measure your marketing?**

**How does marketing communicate with internal teams?**

If those questions are all taken care of, [head on over to our pricing page](#) to take your marketing to the next level. Everyone else, let's work together on how to answer these questions.

### Assumptions We'll Be Making!

*We trust you have some key things settled:*

- You have (or are a part of) a business.
- That business has a website.
- You also have a mission, vision, and values.