



EASY TO REMEMBER

Phone Words increase the recall and retention of your brand and products in the minds of your customers. In fact it is up to 5.5 times more effective (recall) when used in different media types.



DECREASED C.P.I

As Phone Words increase response rates to all forms of advertising, the cost of generating each lead, acquiring each customer and then keeping your customer decreases over time. The number is portable, therefore no loss or cost if you move.



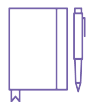
WORD OF MOUTH

Phone words generally provide a logical link to the business name, product or industry, so the contact details can be recalled far easier. Eliminating the need for directories, means there is less shopping around by prospective clients.



AFFORDABLE

With the increase in sales, they will pay themselves off in no time and as they are a license/rental, Phone Words can be tax deductible.



BRANDING

Using a word number completes the branding pie: 1. company name, 2. domain name, 3. word number. By using a word number that brands your business or industry, customers can find company details without searching for a number.



CALL ROUTING

Time based routing allows you to pre program the calls to go to various answering points at different times and days of the week. Calls can be tracked, meaning effectiveness of advertising can be judged.



GET THE CALLS!

Research has shown that incorporating your phone word in all forms of advertising, will not only result in more calls during your advertising campaign but the calls will keep coming in weeks and even months after your campaign is over.



VEHICLE ADVERTISING

Easier to read than numbers and stands out and people can memorize number as it passes quickly. This may prompt an immediate call whilst the prospect is thinking about it. Your vehicle is transformed into a mobile billboard!



TV & RADIO ADVERTISING

Recall rate is higher therefore making ad more effective. The Number Catches the attention of the viewer or listener, more than a standard number and the Number can be recalled days, even weeks after viewing. You Look Professional!



EXCLUSIVITY

Phone Words are a limited resource and having your own ensures that your competition misses out; this is a huge marketing advantage for your business. Phone Words are like domain names. Once they are gone, they're gone forever!

FURTHER INFORMATION

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