

DRAMATICALLY IMPROVE LOCAL MARKETING & SALES EFFORTS USING AN UNFORGETTABLE TOLL-FREE VANITY NUMBER

5 Mistakes Companies Make When Choosing A Toll-Free Number

#1 Number Hybrid

This is by far the biggest mistake business owners make. 1-800-493-TINT is nowhere near as valuable as 1-800-TINTING. People can remember words, not numbers. A hybrid quickly becomes 1-800-something-something-something TINT to the potential customer. A hybrid will save you a few dollars on the monthly fee, but over time, you'll throw away thousands away on advertising..not even counting the thousands lost from the business opportunities squandered.

GOOD: 1-800-TINTING

BAD: 1-800-493-TINT

#2 800 & 888 vs. 877 & 866

Whenever possible always try to establish yourself with an 800 vanity number. It is by far what the public is familiar with. When that is impossible, 888 is the second choice. Although not as good as 800, still way better than 877 and 866. Try not to use 877 unless it is a last resort as you may lose some of your calls to mis-dials since the public isn't yet that familiar with 877 being a toll-free prefix. Never use 866 because you could lose up to 1/3 of your calls.

GOOD: 800-INSURANCE

BAD: 866-INSURANCE

#3 Vanity Name Choice

Select a number that either spells out your industry (800-FLOWERS, 1-800-EYESIGHT, 1-800-INSURANCE) or describes/reinforces the advertising message you are trying to convey (Fabulous Honeymoon vacations-1-800-FABULOUS). Avoid spelling out your company name unless you are sure everyone knows your company name. Stewarts Roofing is much better off with 1-800-ROOF CARE than 1-800-STEWART which could be almost anything.

#4 Spelling

The number needs to be easy to spell. Never use the letters "Q" or "Z" as they have only recently been added to newer phones keypads.

GOOD: 1-800-EYESIGHT

BAD: 1-800-OPHTHALMOLOGIST

#5 Marketing/Branding

Don't be selective where you use your new vanity number. Make it the front door to your business for everything you do that the public sees or hears. Selective use for just radio spots for instance, will not get you the best results overall. There is a reason why every thing FedEx does it places the 1-800-Go FedEx number on it. Same goes for UPS with 1-800-PICK UPS, they know what a value it is to them.

By simply avoiding these five mistakes you are well on your way to excellent advertising execution. Now review our database of vanity numbers either by industry or by perusing the entire list (printing it out is easier) and let's get started making your advertising work as hard as it can.