

Branding Starts with a Great Toll Free Vanity Number

Why do hundreds of National Companies rely on Memorable Vanity Numbers as their "front door" for new business? Think of how many of these companies' [vanity numbers you already have memorized](#): 800-Go Fed Ex, 800-Pick UPS, 800-Contacts, 800-DirectTV, 800-Progressive, 800-Pet Meds, 800-Dentist, 800-Flowers, 800-The Card, 800-ServPro, 800-Steamer, 800-Go Uhaul, 800-Sandals and 800-Got Junk to name just a few.

A vanity number can give you this same advantage over your competition.

Because of Tele-Name's "Shared-Use Routing" even the smallest business can afford to have a high quality **vanity number** because you are now able to share the cost with others in the same industry, but in different market areas. You only pay for the vanity number for the territory you want to receive the calls from!

Your easy to remember vanity number will keep customers out of the phone book, off Google search, and away from your competitors' advertisements. Why? Because it is redundant to "search for a number you already know."

Take these steps to improve your marketing: [Find and Reserve your Great Vanity Number right now!](#)

What Is a Vanity Phone Number?

Simply stated, "[vanity numbers](#)" are alphanumeric equivalents to telephone numbers. They are also known as "phone words." Specifically, the integers that make up the number are expressed in words that may or may not be combined with numbers. Examples of vanity phone numbers are 1-800-PetMeds and 1-800-Go Fed Ex. Instead of having to remember seven to ten random numbers to call your business, customers merely identify the phrase associated with your company.

What Are the Benefits of Having a Vanity Number?

In addition to how easy it will be for your current and potential customers to remember your vanity 800 number, there are substantial marketing and related benefits which are enjoyed by those businesses savvy enough to purchase one. Some of those benefits are:

- **Branding.** Vanity phone numbers are an extension of name recognition, a process those in the marketing business call branding. The [American Marketing Association](#) defines branding as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." Customers may identify with the name of your business (if they already know who you are), or with the category of business you're in (and then perhaps find you), but nothing will bring customers to you more effectively than identification with a unique and recognizable phone number that creates a consistent impression of your company. Once you purchase your toll free vanity phone number, your customer base will expand further when you include that number in your advertising, whether it's in your print media, billboards and other signage, or on a company vehicle. When a service or product is needed, the customers immediately know where to go. Your telephone number is both the name identified with your product or service, as well as the roadmap that leads them to your door.
- **Customer Savings.** Toll-free 800 service was introduced in the United States in the 1960's by AT&T. The service, known then as IN-WATS (Inward Wide-Area Telephone Service), did exactly what it said – allowed customers to contact a business without incurring toll or long-distance charges. Even before enterprising marketers began the process of utilizing the service to create vanity phone numbers about 30 years ago, customers of those purchasing the 800 service appreciated the fact that they could contact the companies by telephone for free. The original purchasers of toll-free numbers included Budget Rent-A-Car, Hyatt Hotels, Marriott Hotels, and Sheraton Hotels. It's no wonder that these companies are alive and well today. The essence of the toll-free number, no cost to the customer, is still widely recognized and the fact is that prospective customers are more likely to call when they know that they will incur no telephone charges.

What About the Other Toll-Free Vanity Phone Numbers?

In addition to the original 800 numbers, there are toll-free numbers available that contain the prefixes 888, 877, 866 and, most recently, 855. In this case, oldest is best. Customer identification is strongest with vanity 800 numbers – it is the simplest and best-recognized of all the toll-free numbers available. We've all had the experience of dialing a toll-free number with a prefix other than 800, and we've heard the recording that the call could not be completed as dialed. A vanity 800 number avoids confusion, and, more importantly, missed sales opportunities.

Why Should I Choose Tele-Name for My Toll-Free Vanity Phone Number?

There are a number of companies that advertise vanity numbers. However, Tele-Name's experience and expertise are second to none:

- **Proven Track Record.** For 20 years, Tele-Name has been a leader in the business of providing 800 vanity numbers to businesses ranging from physicians and attorneys, to weight loss programs, to home improvements, to auto rentals, to summer camps for children. Visit our [Testimonials](#) page to hear about how our satisfied customers benefit from utilizing our services.
- **800 Vanity Number Availability.** Tele-Name has the best list of available numbers in the toll-free market. With over 2,000 numbers covering approximately 100 different industries, you are not limited in your choice of vanity numbers, and you don't have to settle for a hard to remember 888, 877, 866 or 855 number.
- **Increased Sales.** As your 800 vanity number is established and awareness continues to grow, a wealth of experience demonstrates that sales will increase. Use of the new number in your print and other advertising will increase name recognition and translate into more calls from more new customers. An increase of up to 30-40% in response rates is generally reported after beginning to advertise with a toll-free number, and with a custom 800 number, an increase in sales of 50% is not unusual.
- **Creative Pricing.** If you are a Dentist in New York, and want to purchase vanity 800 "name," why would you want to pay for access throughout the United States? The fact is that you wouldn't, and Tele-Name offers regional pricing that cuts your costs based upon the geographic area on which you want to focus. Calls to your vanity 800 number are routed to your business, and we utilize shared-use routing so that you receive all the calls to that number from the geographical area you selected. You pay for your target region, and not for anything else.
- **Enhanced Image.** Although you pay only a small fraction of what it would cost to target the entire country, or even a huge geographical section of the country, your toll-free 800 number will provide you with the prestige of a national organization. Callers will also perceive that you have an organization with a staff large enough to handle a huge volume of calls. And with a vanity 800 number, your company will be seen as an established business with the credentials to support it.

Don't Delay – Call Tele-Name.

A vanity 800 phone number is a valuable asset. Once you purchase it, and begin to utilize the number in your advertising, past experience shows that call volume, and hence sales, will increase substantially, and in many cases dramatically. Therefore, every day, week or month that you delay is costing your business money. Call us at **1-800-Tel-Name** today.