



PHONE NAMES

PERSONALISED, UNIQUE AND EASY TO REMEMBER

**BUILD BRAND AWARENESS, ACQUIRE NEW CUSTOMERS
AND STAND OUT FROM YOUR COMPETITORS.**



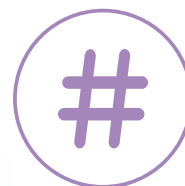
**INCREASE
CALL VOLUME
AND SALES**



**BE MORE
MEMORABLE
TO YOUR
CUSTOMERS**



**INSTANTLY MAKE
YOUR BRAND LOOK
MORE PROFESSIONAL**



**A NATIONAL
NUMBER THAT
STAYS WITH YOU**

A SIMPLE & EFFECTIVE TOOL TO ENHANCE YOUR MARKETING & SALES LEADS!

We understand that the telephone remains a powerful tool for securing business, and should work together with your website as well as traditional and digital marketing to increase customer contact and maximise sales. This is where Phone Names can add value to your business.

Phone Names are phone numbers with a 13, 1300 or 1800 prefix followed by letters that spell out a word, usually a business name.

They are a powerful and productive tool to enhance the overall recall and recognition of your business, increase advertising response rates and, over time, become a valuable branding and marketing tool.

- **Phone Names are 5.5x more memorable than numbers***
- **93% of Australians are aware of Phone Names and the concept of alpha numeric dialling***
- **Increase advertising response rates by 290%***
- **1900% increased recall of Phone Names vs phone numbers***

In addition to increasing advertising response rates and call volume, they also help you to easily track incoming calls so that you know which advertising media or campaigns are giving you the best response. Research shows they are a very successful marketing tool for creating more telephone sales leads for your business.

Why choose Spirit Phone Names?

- Reinforce your brand
- Increase call to action and inbound calls through advertising
- Presents a professional image and improves business credibility
- Drive word of mouth
- Fully portable and scalable
- Measurable through call analytics to improve marketing performance
- Increase Search Engine Optimisation

Does your business need a Phone Name?

Most businesses, large or small, can benefit from a Phone Name. If you answered 'yes' to any of the these questions, talk to us today about how we can help you grow your business.

- Do you spend advertising dollars to generate leads?
- Would you like to reduce the cost of generating each lead?
- Would you like to increase your advertising response rates?
- Would you like to generate more word of mouth business?
- Would you like to generate new leads and sales even when you're not advertising?
- Would you like to have an advantage over your competition?

Companies that use Phone Names



About Spirit

Established in 2005, Spirit is an ASX listed (ST1) provider of Super Fast Internet, cloud solutions, telephony services and Phone Names.

Our network, spanning more than 15,000km across the eastern seaboard, offers services to diverse business and residential markets.

We are a genuine alternative to the NBN. We believe that Australians deserve better Internet and connected solutions and that's why we built our own network. It's different, and we think that's better. We call it Serious Internet.

Why choose Spirit?

The answer is simple. We invest in the most exciting Internet technology around. We don't compromise on reliability, speed or accessibility and we make the seemingly impossible possible by going where others cannot. You benefit with a smoother, more responsive business and happier employees and customers.

TO GET CONNECTED



*Statistics from Roy Morgan Research and D&M Research (2014 & 2006)