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You must be wondering what the title 1300 phone words Australia is all about. This is nothing but the exclusive marketing weapon. There are many companies in Australia and also abroad those seek and use the phonewords as their marketing vehicle. This is a very unique marketing weapon. A phoneword is basically a phone number that is displayed in the form of words. As this number starts with 1300 so it is called as 1300 phonewords. An example for a 1300 phoneword is 1300 872 835 = 1300 TRAVEL. This type of contact is easy to use as you just need to press the number on your numeric key pad in sync with the word and because of the easy remembrance of 1300, this number is used. Phonewords marketing concept is in contrast to the SMS contact. The 1300 phonewords make it easy for your customers to contact you and give you a competitive edge in the market.

There are many benefits that a company can rip out of the phone words marketing option. It does not matter how big or small your business is. Even a small business can be benefitted with the 1300 phonewords marketing vehicle. The reason for the success is that this particular vehicle would surely improve each and every aspect of the marketing strategy of your company. When the phone number is associated with a word it is easy to remember and recall the same. Hence the customer returns to you for your product or service, which ultimately gives you the business. According to the survey, phonewords are more effective marketing strategy than the ordinary numbers. This strategy increases the advertising effectiveness by 300%. It is seen that this strategy also help generating about 14 times more calls than that of the ordinary numbers.

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Julia Roger - About Author:
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