

A Practical Approach to Memorable Numbers

Telephone contact with most organisations is vital, so getting your numbering right is essential. But, are memorable numbers the best way to make sure you are attracting all the business you can or are they an unnecessary expense? In this document we examine the pro's and cons and the when to's versus the when not to's with memorable numbers.

The 3 main reasons for using memorable numbers...

- Without any doubt whatsoever, all businesses want customers to remember their number so that when they have a need for their product they won't go looking in yellow pages or similar and will come back to them again and again, simply because they remember their number.
- Status – A very memorable number says something about your organisation, it's a statement that "we are important" and can command attention.
- Maximising response – If we invest a lot of money in our advertising, it makes sense to avoid potential lost calls simply because the response telephone number is, well, forgettable!



The 3 main reasons not to use memorable numbers...

- Memorable Numbers can be expensive and can fool lazy advertisers into thinking that it's the number that will bring them success, your marketing still needs to be top notch if you're going to get the response you desire.
- If you're using multi channel advertising and only have one 'memorable' number, it will be time consuming and so expensive to track response from each media channel.
- Highly branded numbers can stick in a callers mind and so generate calls for all reasons, so using other numbers to filter calls to specific non marketing related enquiries can be less effective.

Getting the right mix...

The 3 most important aspects to consider when choosing numbers, whether for general contact or for advertising are:

- Can you track usage?
- Are numbers right for the promotional media?
- How does your choice affect the marketing / telecoms budget?

Tracking response to promotional activity is really the key to numbering, if you utilise a mix of media then you need to look at how fast the media is and use that to decide upon the memorability of the numbers you are using. TV & Radio are very dynamic media and also very expensive, so utilising numbers that are easy for the audience to remember is critical to maximising response rates. Conversely however, printed media such as press, direct mail and internet are both less expensive and static, in fact the number is right there in front of your audience for as long as they want it to be, so they don't even need to write it down.

Having a memorable number for every single media channel dilutes the effect, potentially distorting response figures if callers remember a previous number they've seen on previous ad's rather than the one used for a specific offer or product. Our advice is to stick closely to the rule of memorable numbers for dynamic media and standard range numbers for static media channels.

The essential element to numbering is to ensure that you have complete response 'track-ability', and so accountability for your marketing spend, whilst keeping the cost of measuring response to a level that is sensible and practical.

