

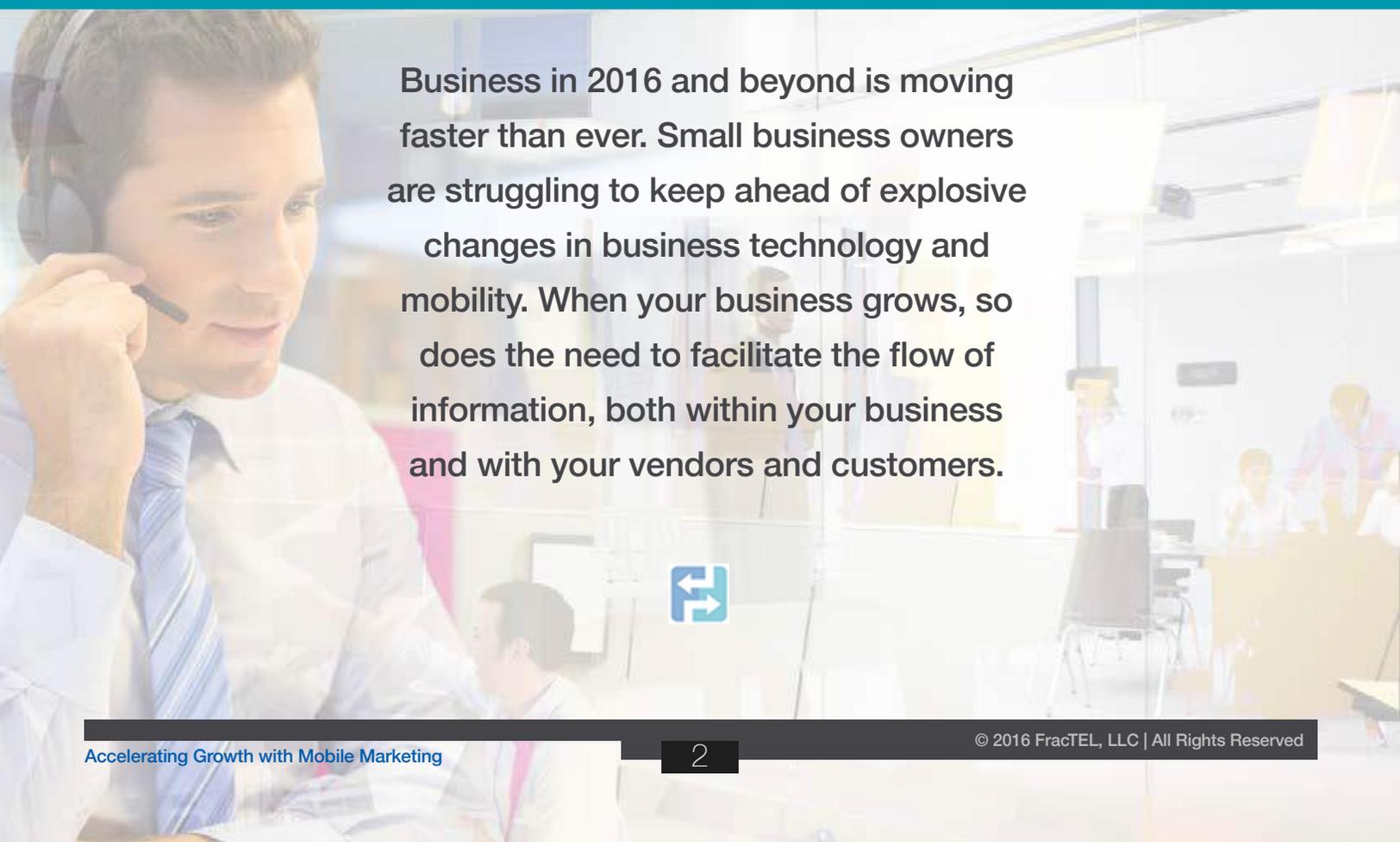
Accelerating Growth with Mobile Marketing

 e book

 **FracTEL**[®]
Telecom Perfected™



Accelerating Growth with Mobile Marketing



Business in 2016 and beyond is moving faster than ever. Small business owners are struggling to keep ahead of explosive changes in business technology and mobility. When your business grows, so does the need to facilitate the flow of information, both within your business and with your vendors and customers.





 It is increasingly important to harness mobile technology to help market your business, because your customers are using mobile technology at rapidly growing rates. About 35% of all Web pages are now being served to mobile phones, increasing [mobile's share of global Web traffic](#) nearly 40% in 2015.

Because of technology advancements and Cloud-based services, the same "best-in-class" telecommunications technology used by leading global enterprises is now available to SMBs. More business collaboration and communication is being facilitated than ever before, helping to provide new products and marketing services to customers in a much more efficient manner, which can dramatically lower the costs to reach new and existing customers and increase profits.

Let's explore some of the marketing applications for these Cloud technologies...



Marketing Applications

Modern Cloud-based and VoIP business phone systems can be used to support your marketing efforts across the board. Today's companies rely on these systems for much more than just making and answering telephone calls. Smart phone systems can handle a number of aspects that help with your company's marketing efforts to get in front of the customer. Today's best-in-class phone systems include these features and much more:

- Auto-attendant (with company messaging) and automated dialing
- Integrated call tracking functionality
- SMS functionality (for internal and external usage) – appointment setting and confirmation
- On-hold music and/or marketing messaging
- Routing by Caller ID

Your company's IP phone system can boost marketing efforts in several ways. One example is by integrating with marketing automation software to track an ad campaign's effectiveness from end-to-end. You can use different numbers to track the number of received calls generated as a result of a particular email marketing blast, online ad, or Web landing page effort. Integration with Customer Relationship Management software (CRM) allows you to easily call and automatically track contacts with customers and prospects.



SMS Marketing Functionality

As more than half of our population uses smart phones on a daily basis, marketers are more aware than ever of growing mobile marketing efforts, and text-based marketing through IP phone systems is helping to lead the way for both SMBs and enterprises, alike. Following are a few examples of good customer-focused mobile marketing ideas using currently available business phone system technologies that are available to SMBs at an affordable price:

- Car transportation service [Uber](#) is also on the forefront of using text messaging via its phone systems to reach customers.
- White Castle and Starbucks. These [marketing leaders use SMS functionality](#) to send push-based messaging, location-based messaging, and other text messages that offer a location-based marketing offer to customers.
- Coca Cola Enterprises in Europe is another example. The soft drink and bottling enterprise needed to improve its response time with field technicians for faster customer response. With a partner, it developed an [easy-to-use API using SMS functionality](#) that was integrated and upgraded within its existing Salesforce application.

SMS functionality is just one of the many features coming to the fore for SMBs. Cloud-based PBX systems lower setup time and programming costs, and companies only pay for the users they have at the time. Using this technology, SMBs can gauge the return on investment in a more effective fashion. Overall, SMBs are looking for IP phone systems that can provide broadened flexibility, automated marketing benefits, and system scalability at affordable prices.





Benefits of Phone-Based Marketing

Here's how other automated marketing tasks can benefit SMBs:

Boost Sales

- Integrate desktop phone systems with an on-screen 'CRM' database.
- See past customer interactions to gain upsell opportunities.

Improve Customer Service

- Showcase business information during on-hold calls.
- Record and monitor calls.
- Analyze call times, caller response rates, and call content.

Drive Better Advertising

- Use multiple numbers to perform A/B testing of different campaign messaging and Calls to Action [CTAs].
- Increase response rates with easy-to-remember "vanity" numbers.





Best-in-Class Technology for SMBs

SMBs can now benefit from best-in-class phone system technologies at affordable rates. Upgrading to an IP phone system to use for marketing efforts can help save significant costs over legacy phone systems. For those business owners looking forward to saving money and building more marketing value around their phone systems, FracTEL is already ahead of the curve, and ready to help your business grow.

Knowing that your phone system can automate marketing tasks for your company is a major asset. Getting the technology right behind the scenes is the first step. [A Cloud-based PBX system](#) is the leading solution for organizations with multiple locations, a distributed workforce, and call centers.

Reliability, Functionality, and Scalability for SMBs



 FracTEL has the right service offerings to bring world-class technology to your business. In fact, FracTEL is taking office [phone system technology](#) to a whole new level. They are now offering a new and disruptive suite of virtual communications services for companies and mobile employees they call the Integrated Communications Desktop (ICD).

Integrated Communications Desktop (ICD) features include:

- FracTEL's smart phone mobile app that works with iOS and Android platforms.
- Full support for voice, video, text, fax. Anywhere, and 100% secure.
- No competition with your chosen mobile provider. The FracTEL app augments your current service. The business line and personal line work together on the same phone.
- Browser-based calling lets you make calls from any desktop or laptop computer.
- Extensive connectivity (legacy systems, IP phones, mobility apps, open API).
- Functionality (voice, text, video, fax, business PBX features).
- Reliability (100% uptime), Scalability (no limits), and Security (256b AES).

Making the right phone system investment in 2016 can add marketing benefits and move money to your bottom line. For either SMB or enterprise applications, for the in-office work force or the mobile team, FracTEL's full integration and patented, feature-based Cloud PBX architecture can create value for your business.



+1 (855) FRACTEL
372-2835

fractel.net

sales@fractel.net