

# SWITCHBOARDFREE

## Top Tips on Promoting SwitchboardFREE

01

### **Get to know the product yourself first**

Use this service, explore the settings and really get to know the product inside and out.

02

### **Get on page one**

We're an online service so get your URL listed. You can use Google Adwords, MS ad centre and Yahoo search market if you want instant traffic. Or you can drive traffic to your site organically using affiliate sites, blogs and social networking.

03

### **We are FREE!**

Our main selling point is that we are free. This is a double edged sword as people tend to just look for 'the catch'. Assure your clients that there is no change to their existing number and we are genuinely a free service.

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### **Send out our new promotional packs**

Now we have a more unified identity we can now offer you professional branded promotional packs to send out to prospective clients.

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### **Direct your clients to the Testimonials page**

We've overhauled our website to make it more appealing and user friendly. With user ratings and online reviews becoming ever more popular, we've identified a need for new clients to find assurance in other people's opinions of this service.

06

### **Get your clients to call in if they need more info**

We have a fully staffed UK based support team available to answer any calls or questions, from a brief overview of the service to in-depth technical questions.

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### **Target your market**

Anyone from a homemaker not wanting to miss a call to a large call centre wanting to divert all of it's inbound traffic to a voicemail can benefit from the service. We have the technical infrastructure to cope with just about anything.

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### **Recommend a friend**

If a client likes the service then get them to recommend the service to a friend, the majority of signups are generated by word of mouth and being free always helps.

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### **What's coming next**

We have Auto attend (press 1 for this and 2 for that) in testing now and this should be rolled out within the next 8 weeks, we also have call recording on the horizon and with a brand new bespoke technology platform we will be rolling out many updates and enhancements over the next 12 months.

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### **Feedback**

Let us know what you think, if you get the same feedback from many clients or you feel there's something we've missed, overlooked or if you would just like to see what's coming next, call us or email us.