

THE IMPORTANCE OF VOIP FOR YOUR DIGITAL MARKETING



HOW CAN VOIP SERVICES ENHANCE DIGITAL MARKETING EFFORTS?



VOIP PROVIDES RELIABILITY

A VoIP phone system operates over the internet, rather than a traditional landline, making it a more reliable option for businesses. Increased availability of Wi-Fi and mobile data, coupled with supercharged business broadband that come as part of VoIP phone system packages, allows for calls over the internet to be made immediately and in a more cost-effective way.



IT ELIMINATES CALL WAITING

Time is precious and for potential customers, waiting on the other end of the phone leads to a negative experience. With a VoIP phone system, there is the option of automating phone calls so that callers are immediately acknowledged – particularly useful if a business has customers wanting to make contact from different time zones.



VOIP OFFERS QUICK AND EFFICIENT SOLUTIONS TO CUSTOMERS

With VoIP phone systems, businesses can utilise call management features to swiftly guide the customer to the service that they require. Think of it as a virtual receptionist that can be programmed with any essential sales information.



VOIP OPENS MULTIPLE CHANNELS OF COMMUNICATION

VoIP has the ability to integrate CRM with live web chats, allowing the sales team to talk to customers instantly, from whatever device they are using. This is both a flexible and efficient way of communicating with customers, enhancing the overall service and experience. And it facilitates human interaction, which consumers still seek when communicating with a business.



VOIP ENABLES YOU TO CAPITALISE ON YOUR MARKETING SPEND

Having a VoIP phone system is more cost-effective for businesses. By utilising the features that this phone system offers, businesses can communicate with their customers, both locally and overseas, through a variety of different channels.



IT ALLOWS YOU TO CONVERT THE MAXIMUM NUMBER OF LEADS

One of the most fundamental principles of marketing is the better the customer experience, the more likely that customers will purchase the product or service on offer. Due to the seamless communication provided by a VoIP phone system, interaction between the customer and sales team is encouraged and supported.



EXCELLENT CUSTOMER EXPERIENCE CAN BE FACILITATED BY VOIP

Having a VoIP system in place also allows for team members' calls to be monitored and measured. This means that management can use this feature for team coaching and to ensure consistency across the messaging. All in all, this results in an improved customer experience.

HOW VOIP ASSISTS YOUR BUSINESS IN MARKETING ITSELF



INTEGRATING ALL COMMUNICATIONS

A strong marketing strategy starts with bringing all of your communications together so that business teams can collaborate wherever they are located.

Uniting the phone, messaging, video, email and chat elements into one communications system leads to a sharper marketing campaign that can be actioned and adapted swiftly.



OPPORTUNITY TO EXPAND GLOBALLY

With the wide range of features that a VoIP phone system offers, from call automation to connecting across all platforms, businesses can establish and maintain relationships with customers across the globe.

Alternating time zones are no longer an obstacle in building up customer bases around the world.



CONSISTENCY

Being able to access all platforms, team members can engage with customers across the globe, which results in clear and consistent messaging in line with the marketing campaign, as well as providing a more personalised approach when it comes to communicating with customers.



ANALYTICS AND REPORTING

A strong factor in a successful marketing campaign is being able to react quickly to how the campaign is being received and adapting as necessary. A VoIP system allows businesses to measure the success of individual campaigns by creating a unique phone number for each, and then tracking the volume of calls to each number, as well as the sales generated.

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Any business that wants to use digital marketing to grow and thrive will need to have the right communication system in place to stay ahead of the competition.

A VoIP phone system offers the most reliable and flexible solution for marketing your business in a landscape that is shaped by the online world. In conjunction with strong, stable and secure Business Broadband, your business can find the tools to make its presence felt across the digital world.

One Contact can provide both the Business Broadband and VoIP Services you need to make sure your business gets out there and stays out there. Get in touch with us today on **01 9060990** or at **support@OneContact.ie** and ensure that your digital marketing has the foundation required to help your business expand.