

RingBoost Vanity Phone Numbers Provide Marketing ‘Real Estate’ for any Small Business

PLEASANTVILLE, N.Y., March 26, 2015 (SEND2PRESS NEWSWIRE) – Vanity phone numbers offer a unique and easy marketing opportunity for small businesses. Once you acquire a vanity, easy to remember phone number from RingBoost, it’s yours, a unique asset. Like a piece of property, no one else can own it.

That proposition led Gregg Hamerschlag and Paul Faust to found vanity phone number provider RingBoost (<http://www.ringboost.com/>) 10 years ago. Offering vanity, easy to remember phone numbers has become a passion for the RingBoost team, which this year expanded from 12 to 30 employees.

“Using easy to remember phone numbers is easy,” said Paul Faust, now RingBoost’s VP of Sales and Marketing. “Unlike the case with social media there are no algorithms, changing rules or complicated analytics. Phone numbers have been here for generations and will be here for generations to come.”

Vanity phone numbers have attained even more relevance in the digital age. A study conducted last year by RingBoost found that vanity phone numbers were accessed more frequently on mobile devices than their generic, numeric counterparts. The study found that click-through rates were higher on ads using vanity numbers.

The appeal of vanity numbers is not lost on small business owners around the country. On Florida’s Treasure Coast real estate agent Tim Holdy acquired local vanity number 772-500-0000 for his firm the Holdy Realty Team at Real Estate of Florida, “I look at the number as a long-term investment,” said Holdy. “It will continue to pay dividends over time.” Holdy has already minted his own \$5 million promotional dollars to commemorate the phone number.

Holdy is often asked how he decided to acquire his local vanity phone number. He says that he thought the 5 million number would be easy to remember, especially since there are only nine of them (numbers 1 through nine). RingBoost employs a full time staff of specialists to help business owners select the best number for their needs. That number can then form the basis of advertising campaigns for years to come.

RingBoost’s Paul Faust personally fields dozens of calls a week from business owners with questions about different aspects of vanity phone numbers. “The two most frequent answers are: 1) The number can be used almost immediately in most cases; and 2) You don’t need to do anything to activate it,” said Faust. He answers other frequently asked questions on RingBoost’s new YouTube channel.

More information: <http://www.ringboost.com/>.

*VIDEO: <https://youtu.be/9N0sMAoipJA>.

TWITTER: @Ring_Boost

FACEBOOK: <https://www.facebook.com/ringboost>.

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