

How to Choose Between Long and Short Inbound Numbers

Using a Dedicated Inbound number

- You can purchase a dedicated telephone number or a keyword on our short code 60006 from sales@dynmark.com. This will enable customers to contact you directly and you can capture their mobile for future promotions.
- The obvious advantage of this is that your customers can make first contact with you - this is excellent for list building and data capture. See the table below for details of each so you can decide which is the best option for you.

Dedicated Inbound numbers		Keywords on our Short Code 60006	
Feature	Benefit	Feature	Benefit
You or your organisation will have your very own number...	...which means there's a single point of contact to be published on posters, flyers, websites etc. Great for communications marketing and CRM!	You can rent your own keyword on our short code 60006 which will be individual to you or one of your campaigns...	...which means there's a single point of contact , and a fun way for people to text in to you, whether it's for a competition, registrations or simply an information request.
Your messages will arrive from the same number each time...	...so your contacts can save it under your name , just like they would a friend, increasing brand awareness and the likelihood of your message being acted upon.	Although the number, 60006 is shared; your keyword is individual to you...	...which means all of the messages with your chosen word will be directed straight to your e-txt inbox .
Enables incoming and outgoing channels for messages...	...so that you don't have to be the one to make initial contact. People can text straight in to your number , perhaps after seeing it on a flyer or website.	Short codes are just that - Short!so they are easy to remember , increasing the chance of customer contact and response potential of campaigns.
You will receive all messages sent to this number; messages don't have to start with a specific word to reach you...	...which is great for multiple campaigns, text conversations and ongoing relationships with the same people.	Your keyword can be anything you like*so you can easily set up great campaigns that are really personal to you or your business .

Mobile numbers are automatically captured...	...which is invaluable for building your contact lists!	Mobile numbers are automatically captured...	...which is invaluable for building your contact lists!
A dedicated number provides an additional 2-way communications channel...	...which means you can access a wider range of people, complement your existing tools such as phone, web and email and bring your communications in to the 21 st century!	Provides an additional communications channel...	...which means you can access a wider range of people, complement your existing tools such as phone, web and email and bring your communications in to the 21 st century!
Looks and behaves like a mobile number...	...so your contacts won't need to worry that they might be texting a premium rate number.	Can be used as a premium rate number...	... so you can earn money from people texting in!
Messages sent in to this number will be charged to the customer at their standard network rate...	...so your contacts will be happy to text you at any time; it may even save them money where they would normally ring you.	Unless you set it up as premium rate, messages sent in to this number will be charged to the customer at their standard network rate (not always included in bundles though)...	...so your contacts will be happy to text you at any time; it may even save them money where they would normally ring you.
Messages sent in to your number cost you nothing!...	...so for just a small set monthly price this is one of the most cost effective marketing/ communication tools around!	Messages sent in to your number cost you nothing!...	...so for just a small set yearly price this is one of the most cost effective marketing/ communication tools around!

Setting up

It couldn't be easier to attach a Dedicated number or a Keyword to your account! Simply give us a call on **01242 257938** and we'll have it set up within minutes.

Cost

Dedicated Inbound Numbers: £20 per month. 3 months payable in advance. Or £200 per year.

Keyword on 60006: £300 per year, payable in advance.

(All prices exclude VAT)

* Keywords must be four or more characters and are subject to availability.