

## **Table of Contents**

Home Page .....	2
About Page.....	3
Features of VoIP Page.....	4
What is VoIP? Page.....	5
Why use a hosted internet phone service?.....	5
Small info boxes.....	6
SoHo Page.....	7
Small Business Page.....	8
Medium Business Page.....	9
Ideas.....	10
Blog ideas.....	11

# Home Page

**Revolutionise** your business communications with internet telephony (VoIP)<sup>1</sup> , the **optimum phone solution** for small to medium businesses.

**Set your business free** from long-term contracts, **easily** move premises and **work from home**.

Divert calls to your mobile with ease, add lines and send voicemail to email using **one local or 0845/0870 number**.

All this, with **low line rental** and **economical call charges**.

**Easy, one-step setup**: simply plug your new telephone into your broadband router.

Read more<sup>2</sup> about the benefits of internet telephony or click below to find out the details of our **perfectly tailored packages**.

---

1. Link to 'what is VoIP' page  
2. Link to 'more benefits' page

## About Page

*Get the best out of a smart, functional and economical internet telephony solution.*

We have been providing **complete IT solutions** for small to medium businesses **since 1998**. As a small company ourselves, we **identify with the challenges** facing a SME<sup>3</sup>, which is why we've designed three **tailored** packages to suit your business.

Since business-class VoIP became viable in around 2005, VoIP4Work have been **leading the way** in providing businesses with a **more flexible, more functional and less expensive** telephony system.

As a Cisco certified partner, we provide 'best-in-class' products and are affirmed experts in Cisco technology. Find out more<sup>4</sup> about how VoIP4Work can **revolutionise your business communications**.

**<more information required to write this; potentially bios?>**

VoIP4Work recognise the **importance of effective telecommunications** and our packages help you to **work smart**.

Click below to discover how you will benefit from a VoIP4Work telephony system. Your communications could be **smarter** and **more affordable** in **less than 24 hours!**

---

3. roll over text to show definition

4. Link to 'what is VoIP' page.

## Features of VoIP Page

VoIP allows you to make telephone calls using the internet. Just like a standard landline, you can make and receive **high-quality international and national calls**. However, VoIP4Work's packages **give you so much more**.

Our **three, tailored packages** are:

### Flexible

- **seamlessly** move premises, add lines, work from multiple sites; at home, or even abroad.
- choose a **UK area code** or an **0845/0870** number
- short-term contracts available: minimum contracts **from just 30 days**.

### Affordable

- **measurable savings** on your calls. VoIP4Work could save you 50% off your bill \*<sup>5</sup>
- low set-up charges; a **one-off charge of just £10**
- phones cost **from £99**<sup>+6</sup>
- **line rental** starts **from £8** per month<sup>+</sup>
- <[link to tariff information here](#)>

### Fully featured

- Full PBX<sup>7</sup> features; automated user menus (e.g. press 1 for sales)
- send your voicemail messages to email
- upload **your<sup>8</sup> own hold music or sales information**
- **divert your calls** to any number
- **never miss a call**: receive simultaneous calls to your mobile *and* your business line

Get VoIP4Work; tailored to suit **you**.

---

5 Cheaper how? Compared to a case study? Needs to be quantifiable.

6 Note at the bottom to say 'All prices exclude VAT'.

7 Roll over text definition: Private Branch Exchange – a switchboard allowing you to redirect calls (roll your mouse over the word 'genre' on [this page](#)). Maybe even another page with PBX information on it – that where all this stuff about hunt groups and automated menus, etc should go, ideally.

8. This could link to a blog post about what to use for your holding music/sales info, based on psychological studies

# What is VoIP? Page

VoIP stands for 'Voice over Internet Protocol'. Simply put, it enables you to make telephone calls over the internet, using your broadband connection. [How it works](#)<sup>9</sup>

There are three ways that you can make a telephone call using your internet connection:

- via an [internet \(VoIP\) telephone](#)<sup>10</sup>, hosted by VoIP4Work
- via a normal telephone, adapted for internet calls
- via your computer, using a headset or a microphone and speakers with a 'softphone'.

## Why use a hosted internet phone service?

### Call charges and line rental

Now that broadband connections are **more reliable** than ever before, internet telephony has become a viable **replacement for a traditional landline**.

Mass market VoIP services became available in 2004. Since then, many businesses have taken advantage of the **flat monthly fees, low call charges** and **free calls** between internet telephones.

Replacing your normal landline with a hosted broadband telephone service can reduce your bills by up to **50%**.

[Full Tariff details](#)<sup>11</sup>

### Let your phone do the hard work

Using a hosted internet phone service from VoIP4Work will not only **save you money**, it will also help you **customise your telecommunications**.

The hosted broadband telephone packages offered by VoIP4Work give you all the usual features of a standard [PBX](#)<sup>12</sup> telephone system, but with **more flexibility**.

With an internet telephone package from VoIP4Work, you can **seamlessly move premises**, taking your telephone number with you.

### Set yourself free

**Take your calls anywhere** you need to be, whether that's **at home**, to a client's office, or even **abroad**.

Out to lunch with a client, on the road, or in a meeting? No problem. Set your internet phone to divert calls to your mobile and **never miss a call again**.

[More benefits](#) of using VoIP4Work's hosted packages

---

9 Link to information about codecs, etc., technical stuff for the geeks (Simon to source info/write?)

10 Link to information about the different phones VoIP4Work offers

11 Link to full Tariff details

12 Roll over text definition: Private Branch Exchange – a switchboard allowing you to redirect calls between extensions or the national telephone system.

## **Cam Poetic License: VoIP4Work website**

*One number. One bill. Loads of features.*

# **Small info boxes**

(Information boxes that go on the sides/under the text on each web page)

Small business box

For an LTD or LLP company with two to five employees.

SoHo box

For sole traders, freelancers, telecommuters and independent consultants.

Medium business box

For an LTD or LLP company with five or more employees.

## SoHo Page

*A phone that's as flexible as you are.*

Working home alone can be an isolating experience, so your phone is **more than just a sales tool**; it's your life line to the outside world.

With no sales team, you deal with all your customers yourself, so you have to split your time between your home office and going out to meet your customers.

**Ever missed a sales call** because you were out? Having a separate mobile and business line is fine, but it's not exactly a **smart solution**.

After all, will your customer appreciate having to pay the expensive mobile rates? Will they want to leave a message?

With a SOHO package, specially designed for the freelancer, independent contractor or telecommuter, you can **set yourself free** from the shackles of your office desk and be **secure in the knowledge** that you'll **always receive your calls**, wherever you are.

- one **local or 0845/0870 number**
- measurable **call and line rental savings (up to 50% off your bill)**
- send your **voicemail messages to email**
- **never miss a call**; smart diversion technology rings your landline and your mobile, simultaneously
- **short-term contracts** available (minimum 30 days)

Choose from two packages\*:

<b>1</b>	<b>2</b>
£299 per handset; outright purchase	£99 per handset; outright purchase
£96 for 12 months' prepaid line rental:	£8 per month line rental
£120 call credit included (equal to 10,000 minutes of peak rate, national calls)	Minimum contract <?>

[Learn more<sup>13</sup>](#) about the many features of an internet phone system or [discover the excellent call savings<sup>14</sup>](#) you could be making.

\*All packages come with [one hunt group<sup>15</sup>](#) and one local or 0870/0845 number. Additional numbers £3 per month and hunt groups charged separately.

---

13 Link to features page

14 Link to tariff page

15 Link to PBX information

# Small Business Page

*Maximising your telecommunications, without maximising the cost*

**Flexible working** suits your **fast-moving business**; you've got employees working from home, others out making sales and people in the office doing the admin.

Keeping communications open between staff is an issue for all businesses; you can't get hold of them when you need to and your **telephone bills are becoming a burden**.

But it's not just the money – it's also keeping track of the increasing contact numbers!

Two numbers for your sales guy – a landline and his mobile. Two numbers for your secretary. *You've* got three numbers – home, work and mobile.

It's not just keeping track of your staff: you might even be **missing those important sales calls**.

No wonder your telecommunications give you a bit of a headache.

VoIP4Work's hosted internet telephony could be the **answer you've been looking for**:

- calls between internal phones are **free**
- **save up to 50%** on your calls
- choose a **local or 0845/0870 number**
- your customer calls **one number** and **always gets through**, wherever you are
- use automated voice menus<sup>16</sup> and call queuing; your **customers get the service they deserve**.

Choose from one of three packages\*:

<b>1</b>	<b>2</b>	<b>3</b>
£299 per handset; outright purchase	£99 per handset; outright purchase	£16.95 handset rental per month
£96 for 12 months' prepaid line rental:	£8 per month line rental	£8 per month line rental
£120 call credit included (equal to 10,000 minutes of peak rate, national calls)	<b>Minimum contract &lt;?&gt;</b>	Minimum 12 month contract

[Learn more](#)<sup>17</sup> about the various features of an internet phone ([VoIP](#)<sup>18</sup>) system or [discover the excellent call savings](#)<sup>19</sup> you could be making.

\*All packages come with [one hunt group](#)<sup>20</sup> and one local or 0870/0845 number. Additional numbers £3 per month and hunt groups charged separately.<sup>21</sup>

- 
- 16 Roll over text (e.g. press 1 for sales)
  - 17 Link to more features page
  - 18 Link to 'what is VoIP' page
  - 19 Link to tariff information
  - 20 Link to PBX information
  - 21 How much do these cost?

# Medium Business Page

*Staying in touch, wherever you are*

When you're responsible for managing a large team of five or more employees, keeping in contact with them can be difficult.

Regular staff communication is essential, but whether your employees are in one central office or on multiple national sites, at home, or abroad, the **call costs soon add up**.

Sales calls to and from the office will also make up a large percentage of your telephone bill, so it makes sense to **evaluate the cost** of your communications.

With a hosted internet telephony system ([VoIP<sup>22</sup>](#)) from VoIP4Work, you could be working smarter, whilst making considerable savings. VoIP4Work's internet telephone systems are **flexible, customisable** and have **powerful reporting tools...**

- **internal calls are free**
- **fully functional** [PBX<sup>23</sup>](#) telephone switchboard
- choose either a **local or 0870/0845** number
- **one or more lines, with multiple extensions**
- **never miss a call**: 'hunt' groups divert unanswered calls to the next available number
- have your business line *and* your mobile ring simultaneously
- seamlessly move premises with **no reconnection fees, no programming** and **no hassle**.

More benefits of a VoIP4Work hosted telephony system.

Choose from one of two packages\*:

<b>2</b>	<b>3</b>
£99 per handset; outright purchase	£16.95 handset rental per month
£8 per month line rental	£8 per month line rental
<b>Minimum contract &lt;?&gt;</b>	Minimum 12 month contract

Discover the excellent call savings<sup>24</sup> you could be making.

\*All packages come with [one hunt group<sup>25</sup>](#) and one local or 0870/0845 number. Additional numbers £3 per month and hunt groups charged separately.<sup>26</sup>

---

22 Link to what is VoIP page

23 Roll over text definition of PBX (as in above pages).

24 Link to tariff information

25 Link to PBX information

26 How much do these cost?

## Cam Poetic License: VoIP4Work website

# Ideas

1. Could you name the three packages something other than 1, 2 and 3?

Example point: Orange use animal packages; Dolphin, Canary, Camel, Raccoon and Panther. I quite like this, although I don't think this kind of thing is right for VoIP4Work.

How about letters?

**V** for the small business (two lines of the V = 2 people)

**I** for the SOHO (I, me, myself)

**P** for the medium business – 'p' represents people.

Makes up **VIP** – **V**ery **I**mportant **P**erson - **VoIP** -**V**oice **I**nternet **P**rotocol

2. An FAQ section to address customer objections and concerns about VoIP.

3. Could we possibly think about changing SOHO? I know it's a recognised acronym (but not one I'd heard of), but Soho has some unsavoury connotations....

Also, it doesn't just mean one person – having looked it up it does refer to more than one.

How about Solo?

## **Blog ideas**

Flexible working in general, something similar to [this](#)

What to use for your on-hold music/messages, based on psychological studies of effective messages, music, etc.

Broadband information; how to choose your supplier

Case studies of how businesses have benefited from VoIP4Work's wonderful packages.