



On hold marketing Guru Newsletter

Issue no 1 – September 2004

The On-Hold Marketing Guru

A quarterly newsletter full of sound advice and marketing tips to help you improve your on-hold marketing strategy.

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Highlight: Dare to compare

When creating any advertising campaign for your company you have to determine what will give you the most effective return on your marketing budget. Three of the most common types of advertising are: direct mailing, newspapers and the radio. Custom Sound Impressions has done some of the leg work for you on this one and we invite you to look into it yourself, you'll come to see what a value on-hold messaging can be.

Dare to compare: Mailing –There are a few things to consider, namely the cost of printing them (5000 full color, two sided, glossy post cards can cost over \$1000), designing and layout (which can run \$75+ an hour) and mailing them (\$0.098 per card or \$490) and that's just a blind mail out through Canada Post - purchasing a mailing list can be a huge investment (upwards of \$1 a name). Compare that to on hold messaging that could communicate the same information for ½ the cost, and you could have every company that has ever called and that you will ever call, hear it.

Dare to Compare: Newspaper – After contacting both of Canada's "National Newspapers" we ask for a quote on a business card sized ad in your business section. Their answers did not vary significantly: one was \$1260.00, while the other was \$1275.54. These prices are to have your ad run for one day only. For the cost of one day's newspaper ad, you could have 5 different topics discussed on your on hold messaging, and have it run for as long as you want.

Dare to compare: The radio – When we requested a quote from a local, high profile all news station for one 30 second commercial to broadcast for one week. The cost was \$7500.00 – FOR ONE WEEK!!! Simple math shows that is over \$1000 per day. On-hold messaging could be your own private radio station, broadcasting your message only.

In conclusion: We never suggest that you use on-hold messaging as your only form of advertising, ideally it should be used in conjunction with your other forms; because most forms of advertising are designed to get someone to call your company, on-hold messaging is a perfect way to tie all your information together. Your telephone messages should support and emphasize your outside advertising and you will see results. Something to think about when you're putting your marketing budget together

It's so true!

The easiest way to find something lost around the house is to buy a replacement.

Customer Spotlight

Words from - The ALS Society of Canada

The ALS Society is Canada's only national organization dedicated solely to the mission of finding a cure and providing the best possible support for the people with ALS, their families and care givers. The ALS Society has used Custom Sound Impressions for a couple of years and we are pleased with how things have turned out.

"Before, we had elevator music going when our callers were put on hold," says Charles Hain, manager of development for the ALS Society of Canada. "Now we can carry quick messages that are both informative and sometimes even entertaining."

Research shows that people do listen to the messages when they are put on hold. But they will only listen if the messages get to the point quickly. "Thirty seconds is a long time," says Susan Graham Walker, the ALS Society's director of communications. "Especially if you are only listening and not responding or saying what you want to say."

Both Charles and Susan are delighted with the messages now playing on the Society's hold system. "We have an amusing message about leaving your pet at home in order to get to our Walk-a-thons," laughs Charles. "Michael put together a great script in no time that lets people know about the event (which is a major fundraiser for the Society), but lets them know in a light hearted manner. We really like that. "They have been great to work with," adds Susan. "We are on a monthly schedule to keep the messages fresh and Michael keeps coming up with good material and turns it around fast for us." It looks like the first couple of years have been great for the ALS Society working with Custom Sound Impressions. No doubt they will be working together for a few more.

For more information about the ALS Society please visit their website at <http://www.als.ca/>

Mike's wine pick:

Since last we talked I have had a few excellent glasses of vino. But wouldn't you know it the best of the bunch (an Ecco Domani 1999 Merlot from Italy) is no longer available in Ontario – if you can put your hands on a bottle of this fabulously smooth Merlot, which had mellowed tannins and a delicious black cherry taste, you would be doing yourself a big favour. Next edition we visit the Finger Lakes. Until next time – raise a glass of your favourite and drink hearty.

What's new at Custom Sound Impressions

Custom Sound Impressions is pleased to announce the creation of our Term Contract option. Many of our customers and prospects requested this and we have listened. With the addition of the Term Contract we now have three ways for you to get on-hold messaging: Pay-As-You-Go; Term Contract; and Build-Your-Own-Package – giving you complete flexibility to structure your on-hold messaging the way you want. And as always the equipment is free to you so that we can concentrate on giving you the best messages possible. Don't forget that the holidays are fast approaching and it's a perfect opportunity to wish your customers a happy holidays – ask us about getting either a custom message written or take one of our general messages. And of course we are always here to fulfill any and all of your on-hold messaging needs. Call or email us today, and let's get something new for your customers to hear onto your on-hold system.

Trivia that pays:

It's trivia time and at Custom Sound Impressions we like to put a little fun into our trivia. Answer the trivia question below via email before we publish the answer in our next newsletter and you'll receive 5% off your next order ... don't need anything quite yet – well then you can bank them for a maximum of 20%. Good Luck!

P.S. It has to be the right answer.

Trivia question for September 2003

WIn Circus slang what is the "Disaster March"?
Submit your answer to guru@customvoicing.com

That wraps things up for the second September edition of the Guru. We hope you enjoyed it... stay tuned for our next edition coming out in December 2003.

The holidays will be here before you know it; make sure you wish all who call a happy holiday. [Ask for details.](#)

Feedback

We invite your comments and feedback on the highlight article or any other part of this newsletter. Send to theguru@customvoicing.com

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