



On hold marketing Guru Newsletter

Issue no 4 – April 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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What's new:

I am going to make a bold prediction ... winter is over and spring is on the way – seems a little wacky for April 15th in Canada but you can tell everybody you heard it here first. At Custom Sound Impressions we know it's spring when we start getting calls from clients who are gearing up for their summer promotions and of course that means changing their on-hold message ... or maybe it's from new clients who realize it's time they jump on the bandwagon and start utilizing their phones to their advantage by combining their outside advertising with on-hold messaging. Where are you at in this process? But before you pick a voice or some music to put on your phone you must seriously consider the writing, which is the core to all good messages – in this edition of the guru we examine the process of on-hold writing.

Something to Ponder:

Marriage changes passion ... suddenly you're in bed with a relative.

Highlight: Writing for on-hold messages

We have all been there ... sitting at a desk staring at the blank paper or computer screen, wondering what on earth to write ... some of us haven't had the need to be creative since University or high school when trying to enlist the professor's sympathy as to why our assignment isn't done. But now, several years later, we have been asked to write some copy for the company's latest promotion – where is that old college creativity?

We all fear writing because we never feel our stuff is any good, so we look to the professionals who know what they are doing ... people who day in and day out put pen to paper and churn out creative copy based on a few simple ideas, but there are different styles of writing - depending on the medium you are writing for. Television is visual therefore the written words do not have to be as strong; radio is aural but has the drawback of having to deal with company name recognition (a radio advertisement must have the company name mentioned a minimum of three times or anything else you want the listener to remember). Therefore creative takes a bit of a backseat to the convention of the medium.

When it comes to on-hold you can get your full message out, because the person on the phone has already called ... phase one of your campaigns has been a success – getting their call. Now with on-hold messages you can inform them further – educate them about the history of the company or put ideas out there telling them what else you offer. Writing for on-hold is the meat and potatoes of the entrée; while outside advertising is the menu – your sign outside the door leading them in. On-hold message writing is specific to the medium, it is no longer about getting them to call, it's about painting a picture and disseminating information so that callers feel comfortable about having made the call.

Your corporate identity is at stake you have everything gain and so much to lose, on-hold messages have to be thoughtfully planned out and your callers must be considered and of course measure your results.

Heading out of the house:

Every time I walk into a singles bar I can hear mom's wise words: "Don't pick that up, you don't know where it's been!"

Mike's Wine pick

Now here's a wine we can all get behind: Willow Heights 2000 Gamay Noir (available at the winery in Vineland Ontario). I will admit to having a delayed sense of smell – unless of course a skunk has sprayed – so when I read some wine reviews I am often miffed by what some of these guys, and gals, are smelling in the glass. But this Gamay Noir is pure raspberry through and through – it literally smells like a jar of raspberry jam ... and the nice part is, it delivers in the mouth with hints of raspberries on the tongue. Don't take my word for it, get to Vineland, grab yourself a bottle and try it for yourself – before it's all gone – the 2002 has just been released.
Cheers.

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 April 2004

In March of 1930 the Orient Express ceased going to Constantinople – why?
Submit your answer to guru@customvoicing.com

Answer to the Trivia question of January 2004 –

Q: In a certain variety of agriculture in Australia they employ a Stump Jump ... name the agricultural endeavour in which the Stump Jump is used and for what?

A: The variety of agriculture is wine ... or grape growing – the Stump Jump helps plow the soil and also «hops» over large stumps in the soil, which are found prevalently in the rocky Australian vineyards.

Submit your answer to guru@customvoicing.com

Shameless Plug

There is no better time to contact us ... we are enjoying a wonderful rejuvenation of creativity because of the change in the weather and our creative team has never put out better stuff – both written and produced. You might even notice a few changes on our website; so give it a visit. For now I wish you all a prosperous spring.

Well that concludes another edition of the Guru ... next time we will look at the effects of music for on-hold messages and what kind to use. Until then, happy spring.

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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