



On hold marketing Guru Newsletter

Issue no 3 – January 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:

We bid a fond farewell to the holidays and hello to Old Man Winter as he wraps his chilly grasp around us for the next few months. Here at Custom Sound Impressions we are preparing for another year of helping you get your message out to your callers. Now is the time to contact us to update or change your message. We would also like to announce we have added approximately 1000 new pieces of royalty-free music to our library ... helping us to keep your messages fresh, vibrant and most importantly current. May we all have a prosperous new year and we look forward to serving you in the months ahead.

The Christmas Gift:

I got a sweater for Christmas ... I really wanted a screamer or a moaner.

Highlight: Avoiding the musical bridges?

Music is one of our greatest forms of escape. We close our eyes and let the tune carry us away. This is a great thing when you are having a relaxing evening at home and want to put the world around on-hold; it is not a great thing when you are trying to communicate information to a client (current or potential) who is on-hold.

Most companies will put nice long sections of music in the middle of their messages. While this does lengthen the total message time, it fails to take into account what people do when they listen to music: they shut down. A person's mind will wander if they are listening to music while on hold: their to do list for the day, dinner plans for later, the weekend, etc. When you go from music to talking it takes the brain a few seconds to register that it has to go back to paying attention ... how many of us have been daydreaming only to be startled by someone talking to us and have to say "pardon" because we did not hear the beginning of what they said. This is one of the reasons that radio stations always follow music with non-important information and never goes directly to commercial breaks; it jars the listeners into realizing they need to pay attention again.

The net result of musical bridges is that you get an artificially stretched out on hold message; but you are actually lessening the impact of the information you are trying to convey. Not at all what you set out to do.

Over the Holidays:

Now that food has replaced sex in my life, I can't even get into my own pants

Mike's Wine pick

As promised last time I am going to talk briefly about my experience in the New York wine region known as The Finger Lakes. This past summer I spent 3 days touring the region and was thrilled at both the scenery and quality of wines being sampled. The region is peppered with wineries – over 70 in total – some of which have properties of jaw-dropping beauty and size, while others are located at the back of someone's barn, house, or shed. All have at least one wine worth the visit. My favourite was a wine called Café Noir (Arcadian Estate Vineyards – Seneca Lake); described as rich black raspberry flavour, medium bodied with a long spicy finish ... all I can tell you is that it was very smooth, elegant, great sipping red for anytime and anywhere - if I had to do it again I would have brought more than the one bottle home with me. Now it's time to go sit in front of the fire and open up another bottle of my favourite – until next time – 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 January 2004

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?

Submit your answer to guru@customvoicing.com

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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Contact us:

Michael Pinkus – mpinkus@customvoicing.com

President, writer, producer, voice talent, Guru

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