



On hold marketing Guru Newsletter

Issue no 5 – July 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:

Summer ... that's what's new ... another summer has arrived and that means the party has just begun. BBQ season, beach season, driving season – all come in the summer ... oh and lest we forget – construction season. I find myself becoming very frustrated this time of year when I am behind the wheel because of all the delays due to construction. The things that get me through are my own thoughts (they usually include bodily harm to the seemingly constant coffee-breaking road workers) and of course the music I have playing in the car. What is summer without music? All those memories we have about summer usually stem from music ... hearing a particular tune brings us back to a particular time, that's the importance of music ... and as life goes so goes your on-hold messaging. In this issue we'll look at the importance of proper music for your on-hold message. Enjoy the read.

One for the summer ...

How it is one careless match can start a forest fire, but it takes a whole box to start a campfire.

Highlight: The importance of music

As discussed in the opening music plays a huge part in our day to day lives ... takes this moment for instance ... I am on vacation in Bruce County, sitting in a chair on a beautiful summer day listening to the King himself. Will the King always remind me of this moment? Quite possibly, but he'll also remind me of a number of other moments I've had in my life where he was the soundtrack: My mind wanders and I think back to a party in my University days; a slow dance in high school; breakfast with mom and dad on a Sunday morning. Ah, musical memories.

Which brings us to the first rule of music for on-hold messaging ... avoid something popular or recognizable. If you go with something recognizable not only do you risk rising the ire of the original artist and invite a lawsuit but people listening will no longer be listening to your message; instead they will drift back to a time when that song meant something to them – obliterating your message in the process.

The second rule, much along the same lines, is to avoid the guessing game – the almost recognizable song – the one that reminds you of a song, whose title is on the tip of my tongue, that song sounds just like ... damn, what is that song? Well that song will make your listeners tune out of your message and start listening to the music behind it. Music is supposed to carry the message, making it palatable to the listener, not make them want to guess which song they are listening to.

This takes us to our third, and most important, rule – look for originality in your musical bed. Originality means the song is yours, there are no royalties to pay and no lawsuits to worry about; originality means that your listeners will hear your message and not play guessing games or hum along to a recognizable tune. Originality means a better message and a fully listened to message – which after all is the point of on-hold messaging.

There are two other rules of on-hold messaging to look at. Rule four says same songs for same kind of message – for instance if you have monthly “specials” or “tip of the month” or anything that changes monthly along those lines. Use the same music bed every month for that message, your callers will begin to recognize that music as your “special” music and listen more attentively to find out what those “specials” are.

Finally, avoid outdated music. Nothing is worse than a song that has worn out it’s welcome; for that matter the same can be said for your message, be sure to update your message at least once a year (optimally every 3 to 6 months) to make sure you do not fall into this category. Also as an addendum to this rule make sure your music fits with your company image – high tech companies should not be promoted using 50’s jazz anymore than a grocery delivery service should be promoted with 70’s porn music. Make sure music fits your company image; because on-hold messaging is all about company image ... make sure you convey the right one.

The ageing process ...

I don’t do drugs anymore ... I get the same effect just standing up fast.

Mike’s Wine pick

With so much going on in the world of wine these days I like to try and keep you all abreast of what is going on ... not just through good bottles to purchase and drink, but also places to visit. In past articles I have bestowed the virtues of New York’s Finger Lakes (the wines were okay but the real flare of the trip came from the scenery) ... well the same critique can be used for Ontario’s Prince Edward County (about an hour and a half east of Toronto, just south of Belleville). While the countryside is beautiful and picturesque currently the wine of this region leaves a little something to be desired. However, at no point will I warn you off taking your own trip because a burgeoning wine industry like PEC must be encouraged and nurtured; just lower your expectations when it comes to the vino being poured. But this is definitely a region I will be keeping my eye on and, if all goes well, it will be well worth a return visit in 4 or 5 years once the vines mature and the skill of the winemakers improve with the grapes they are growing ... for now I prefer to take my hour and a half drive south-west to Niagara.

Trivia that pays!

Its trivia time again and at Custom Sound Impressions we like to put a little fun into our trivia. Answer the 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% off. Good Luck.

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

Question for July 2004:

*Here is a list of four phobias. What are you afraid of if you have them?
Ailourophobia, Pognophobia, Harpaxophobia, and Clinophobia.*

Answer to the Trivia question of April 2004 –

Q: Why didn't the Orient Express go to Constantinople after 1930?

A: Constantinople was renamed Istanbul in March 1930.

Submit your answer to guru@customvoicing.com

Shameless Plug

With the discussion in this month's newsletter being about music for your on-hold message we thought it only proper to inform you that Custom Sound Impressions updates it's music library annually to make sure our music, and the music we offer clients, is up-to-date. Have a wonderful summer and we'll talk next issue in the fall.

Another issue of the Guru has been put to bed ... and now that you have finished reading it we hope that you enjoyed it and look forward to the fall issue as much as we look forward to bringing it to you. Next issue we will look at combining your outside advertising with on-hold messaging.

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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