



On hold marketing Guru Newsletter

Issue no 6 – 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.

In this issue:

Highlight: Inside Outside Advertising

- What's new: Mascot Change Over
 - Mike's Wine pick
 - Shameless Plug
 - A word from our sponsor
-

What's new:

Every few months I sit down to write this part of the newsletter and each time I wonder "what am I going to talk about this time?" ... I usually end up talking about the seasonal change and what it will bring ... well this time we are coming into the fall, after a pathetic summer (weather-wise); but I actually do have some very important news. This past February our mascot, Elvis, passed away – he was a large (23 lb) brown tabby who hung out in the office and put a smile on everybody's face – while always making sure our work was top notch. Late one Sunday evening he threw a blood clot that paralyzed his back legs and 4 hours later he succumbed to the inevitable. Since then the office has seemed a pretty lonely place, and while our quality never suffered our morale did. In August we had had enough. A special friend of ours who runs an animal shelter brought to our attention a beautiful white and beige cat with amber eyes – we immediately feel for his inuring charm and great friendly nature. So we are pleased to announce our new mascot has come to roost (sometimes right in the middle of our desks): Amber ... as one of our dear friends pointed out: Elvis has left the building, and now he can rest in peace ... we couldn't have said it better ourselves.

From Our Hearts: For more information about animal shelters and rescue groups, and how you can make a donation or adopt a homeless pet yourself please email us and we'll be glad to pass on the information.

Technology is a great thing ...

Give a person a fish and you feed them for a day; teach that person to use the internet and they won't bother you for weeks.

Highlight: Inside Outside Advertising

You've probably heard me say, or at least read it in these newsletters, that on-hold messaging is your best way to get your message out – I firmly believe that ... I also believe that it is not the only way, but it should be part of your marketing mix. Let me explain. As you are aware on-hold messaging gets information out to callers while they are on hold – you have a captive audience waiting for you on the phone, so use that time wisely; but how did they get there in the first place?

Think of on-hold messaging as internal advertising, it's your own office radio station broadcasting your messages exclusively – it plays inside your office and on your phone lines. The way you get people to *call in* is also important – let's call that external advertising: I'm talking radio; television; magazines; newspapers; yellowpages; all those forms of advertising designed to get people to pick up their telephone and call you. Here's a little story to illustrate my point: A few weeks before Labour Day I found myself in a meeting with a company's president who impressed the heck out of me. We sat down and before I had even opened my mouth he beat me to the punch by saying: "We're running a magazine ad campaign to bring in more business and we're going to need on-hold messaging to help us handle the influx of calls we'll be getting." This guy got it. He understood the importance of on-hold messaging, not only that, but he understood the best way to capitalize on it. By combining his outside advertising with on-hold messaging he knew he was going to get the most out of his ad campaign and thus improve sales. That's the beauty of on-hold messaging, it expands on what callers already know about your company. Let's say you externally advertise about widgets, but when put on hold callers find you carry a complete line of whojits and whatsits – you can't possibly get all that information out in a magazine or newspaper ad, not even on radio or television can you show and tell all you do. What outside advertising does is get them in the door (or onto the phone) ... on hold messages help fill in the gaps – giving them more information about your company, what else you offer, and much more – making that caller a more informed customer about what you can do for them. Am I saying you can't do one without the other, of course not, but one sure does compliment the other. Which brings me back to my opening statement - your most complete marketing mix includes on-hold messaging.

For this year of politics ...

I don't approve of political jokes ... I've seen too many of them get elected.

Mike's Wine pick

Y'ever get directions from someone and instead of telling you street names, they give you landmarks? (you find this mostly in small towns) ... "at the Shell station on the left hang a right and look for the big pine tree with the crooked branch." Well I'm about to do that to you for my wine pick this time 'round – but my reason is not because I like landmarks, but because I can't speak Italian. The wine I am recommending is available at the Duty Free Shop, it comes in a red bottle and the only thing I could recognize on the label were the words "Cabernet Sauvignon" the rest was in Italian – but the bottle is very distinctive (it is the only one I have ever seen like it) and usually sits beside it's white counterpart, which you can find in a gold coloured bottle. The red is exceptionally smooth and easy drinking – put it in the fridge for about 30 minutes before opening to give it a slight chill – pop the cork and enjoy – you won't be disappointed.

Shameless Plug

In our previous issue we talked about the importance of music to your on-hold messages ... it is that time of year for us here at Custom Sound Impressions where we scour our resources to pick our newest collection of music for the coming year, that way we're ready when all those orders come pouring in – with new up-to-date music. Put your trust in us for all your on-hold needs like scripting, voicing, production – and, of course, musical choice.

A word from our sponsor – Enjoy - Warning: may offend some listeners

Click here to begin downloading the "word from our sponsor" clip immediately
http://www.customvoicing.com/audio_files/sponsor_6.mp3

Time really flies when we're putting our newsletter together, no sooner do we finish one then we start on another. Next edition we'll look at putting people on-hold and why some companies are afraid to do it (or claim they don't). Until then let's all keep our fingers crossed for an Indian Summer, because we sure didn't get a regular one.

Feedback ...

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

Quick Links

On the web <http://www.customvoicing.com>

Our audio samples <http://www.customvoicing.com/audiosamples.html>

Contact us:

Michael Pinkus – mpinkus@customvoicing.com

President, writer, producer, voice talent, Guru

Opt-out : send an email to guru@customvoicing.com with the words 'remove me' from the subject line.