

On-Hold Messaging Holds Many Benefits



Have you installed a new on-hold messaging phone system and want to begin your on-hold marketing program?

What is an On-Hold Message?

Turn your on-hold system into results-oriented marketing.

On-hold messaging can be a powerful tool for your business. Customers will no longer be bored by dead air or dreaded, repetitive music. Messages make the hold time seem faster, increasing customer satisfaction.

Take full advantage of your on-hold messaging system with solutions from the marketing experts.

We will create a custom on-hold message that encourages your callers to ask about your products and services.

- Typically four minutes in length
- A series of marketing messages with short music clips between messages
- Each message describes one aspect of your company, service, product, or recent news

On-Hold Messaging Benefits:

- Reduces caller hang-ups
- Enhances your company's image
- Answers frequently asked questions
- Communicates information about your products & services
- Communicates important history of your company
- Promotes and directs callers to your company's website
- Inspires your callers to act
- Helps cross-sell your products & services
- Communicates hours of operation
- Identifies key selling points for using your business
- Announces new products and special offers
- Relays news about upcoming events
- Identifies your marketing positioning

Your on-hold message will give you the opportunity to communicate your 30-second commercial in an **efficient** and **powerful** way.

Increase sales of your high margin items

We have the marketing expertise, voice talent, and recording technology you need. Make use of customer "down time" to introduce your new products and services while increasing your company's awareness to your target market.

Contact Christine Brown at Marketing Resources & Results today to get started

*The resources you need to
achieve the results you want.*



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