

THE ULTIMATE ON HOLD MESSAGING GUIDE

Brought to you by:

Dad-Daughter Duo (pic below)

Jack Younger & Cristina Stacy

Owners / Partners of

On Hold Marketing Works

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Inside:

Brain exercise:

Rate your On Hold
Marketing Goals

Find the right provider:

Free Template -
Vendor Comparison

All about scripting:

Free Content Mapping
Worksheet

Audio Branding 101

Find the right vibe for
your business



rate, think & decide.

STEP 1: BE RESULTS-ORIENTED



Try this short exercise to get your ideas flowing!



Rate each benefit on a scale of 1 to 10 in order of importance to YOU

[1 = least important, 10 = most important]

- _____ Enhance Professional Image
- _____ Cross Sell Products & Services
- _____ Show Your Brand's Personality
- _____ Boost Web Traffic to Your Site
- _____ Reduce Caller Hang Ups
- _____ Educate Callers
- _____ Brand Positioning
(ex. you're an industry expert)
- _____ Vocalize Your Mission
Statement & Core Values
- _____ Answer Customer Service FAQ
(Hours of Op, Location, etc.)
- _____ Promote High Margin or
New Products & Services

So you've decided to upgrade your business phones with custom audio branding.

But like many of us, we struggle with the next step... what do we really want out of it, and are there any untapped benefits that can come from it?

Do your answers show a pattern?

Overarching Categories:

- 1) Making Sales
- 2) Branding & Marketing
- 3) Customer Service

If your top-rated responses fall under "**Making Sales**", then focus on your sales pitch, answering the "*why you*" question and promote your high margin products. For every \$92 spent on acquiring new customers, the average business only spends \$1 on converting them. Getting inbound calls is usually the goal, but what happens after that? On hold marketing should be an integral part of your "**lead conversion**" strategy.

Or maybe you are more interested in further **defining your brand**. Everyone has a logo, but sound is just as important. Depending on your audience, you'll want to cater your audio marketing to appeal to them. A Baby Boomer and a Millennial are going to respond very differently to music and voices. Your on-hold message provider can help you further develop your brand's audio image.

If you have a high call volume from current customers, focus on their needs instead of trying to upsell or cross-sell. Answering FAQ will improve their experience with you and ultimately your reputation. A client looking for support may not be in the mood to hear a sales pitch. It pays off to **champion a customer-centric attitude**.

find the right provider.

STEP 2: CHECK APPLES TO APPLES



compare & contrast

COMPANY 1: On Hold Marketing Works

Setup Fee	Y / <input checked="" type="radio"/> N
Voice Talent Preview	<input checked="" type="radio"/> Y / N
Music Preview	<input checked="" type="radio"/> Y / N
Easy to Reach	<input checked="" type="radio"/> Y / N
Free Demo or Trial	<input checked="" type="radio"/> Y / N
Tech Support	<input checked="" type="radio"/> Y / N
Account Support	<input checked="" type="radio"/> Y / N
Voicemail incl.	<input checked="" type="radio"/> Y / N
Auto Attendant incl.	<input checked="" type="radio"/> Y / N
Script Writing incl.	<input checked="" type="radio"/> Y / N
Flexible Terms	<input checked="" type="radio"/> Y / N
EMA On Hold Member	<input checked="" type="radio"/> Y / N
Turnaround Time	5 days or less
Years in Business	20+
Pricing Starts at...	\$24.95/mo

COMPANY 2: _____

Setup Fee	Y / N
Voice Talent Preview	Y / N
Music Preview	Y / N
Easy to Reach	Y / N
Free Demo or Trial	Y / N
Tech Support	Y / N
Account Support	Y / N
Voicemail incl.	Y / N
Auto Attendant incl.	Y / N
Script Writing incl.	Y / N
Flexible Terms	Y / N
EMA On Hold Member	Y / N
Turnaround Time	-----
Years in Business	-----
Pricing Starts at...	-----

COMPANY 3: _____

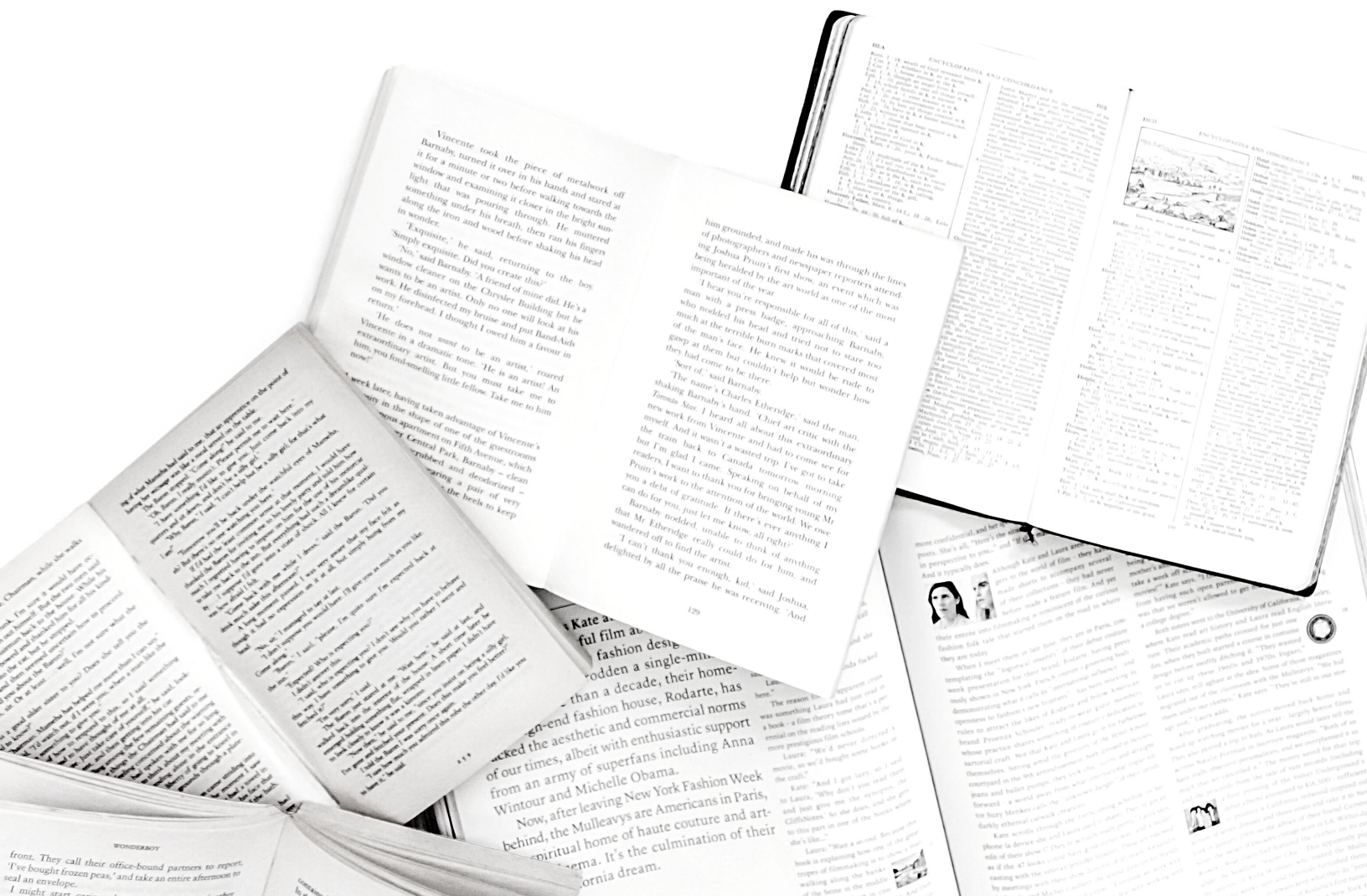
Setup Fee	Y / N
Voice Talent Preview	Y / N
Music Preview	Y / N
Easy to Reach	Y / N
Free Demo or Trial	Y / N
Tech Support	Y / N
Account Support	Y / N
Voicemail incl.	Y / N
Auto Attendant incl.	Y / N
Script Writing incl.	Y / N
Flexible Terms	Y / N
EMA On Hold Member	Y / N
Turnaround Time	-----
Years in Business	-----
Pricing Starts at...	-----

COMPANY 4: _____

Setup Fee	Y / N
Voice Talent Preview	Y / N
Music Preview	Y / N
Easy to Reach	Y / N
Free Demo or Trial	Y / N
Tech Support	Y / N
Account Support	Y / N
Voicemail incl.	Y / N
Auto Attendant incl.	Y / N
Script Writing incl.	Y / N
Flexible Terms	Y / N
EMA On Hold Member	Y / N
Turnaround Time	-----
Years in Business	-----
Pricing Starts at...	-----

be bold, set the tone.

STEP 3: CONTENT BRAINSTORM



On Hold Content Mapping Worksheet

Sales Content Ideas:

High margin products / services:

New products / services:

What makes your company different or better than your competitors?

Promote a limited time offer:

Educational Content Ideas:

Industry Fact #1

Industry Fact #2

Industry Fact #3

Interesting Fact about Your Business:

Customer Service Content Ideas:

Your Hours of Operation:

Your Address / Helpful Directions:

Answer to FAQ #1:

Answer to FAQ #2:

Entertaining Content Ideas:

- Tell a joke (or two!)
- Use skits to tell a story
- "Spookify" for Halloween
- Include local sports news
- Incorporate testimonials
- Use a specialized accent
- Advertise a giveaway with a secret code only found while "on hold"
- Be conversational
- Use sound effects

it's all music to my ears

STEP 4: SET THE TONE W/MUSIC



MUSIC EXPERT

Easy Listening & Acoustic

Characteristics: Mid-Tempo, Relaxed, Light Hearted

Demographic: Works for all age groups

Business Type: Medical & Dental Practice, Senior Living, Vet, HVAC, Education, Pest Control and more...

Pop

Characteristics: Upbeat, Trendy, Stylish, Fun

Demographic: Tends to be favored by a younger audience

Business Type: Some Retail, Cosmetic Surgery Practice, Gym

Business / Corporate

Characteristics: Upbeat, Presentation, Professional

Demographic: Works for all age groups

Business Type: B2B, Law, Insurance, Credit Unions, Real Estate

Jazz & Piano

Characteristics: Mid to Up Tempo, Moody, Classic

Demographic: Tends to be appreciated by a mature audience

Business Type: Industrial, Restaurant & Hospitality

Rock

Characteristics: Mid to Up Tempo, Edgy, Statement

Demographic: Selected more often by males

Business Type: Industrial, Auto Care, Dealerships, Some Retail

Get personalized guidance - (888) 940-HOLD

give it a voice, so unique

STEP 4: SELECTING YOUR TALENT



Female or Male Voices

While most industries can go either way, focus on your caller audience. Ask yourself, "*Who would my customers prefer to hear?*" Oftentimes, you can use both male and female voices to represent your brand.

Set the Right Tone

Again, focus on caller audience and the overall tone you've set in your literature, website, and other marketing efforts. A young startup may want to sound hip, and therefore adopt a more casual tone. A doctor's office, on the other hand, will likely need a "consummate professional" voice with a "compassionate" tone.

Age Group

Considering the average age of your customers can help you select a voice talent. For example, a child actor's voice could be used for a Pediatrician's office or a daycare for a nice surprise factor while on hold.

Accent

Accents can be an effective way to brand your business. A jeweler may opt for a British accent... perceived in the U.S. as exotic and luxurious. A Texas Logistics provider may think about a Southern accent, perceived as local and tough. Accents are a simple way to stand out.

WITH US,
IT'S
PERSONAL.



a final note from us...



Jack Younger
President

We hope you enjoyed the guide, and if you want more... just ask!

Our mission is to offer a seamless experience from start to finish, and to look for opportunities to go above and beyond.

We believe you deserve the best quality & service at a fair price.



Cristina Stacy
Vice President

To us, being the best means:

- Offering personal service with attention to detail
- Crystal clear productions recorded in state-of-the-art studios
- Unlimited One-on-One Guidance
- Access to Award Winning Voice Talent
- Proactive Customer Support
- 5 Star Overall Rating Online

Jack Younger *Cristina Stacy*

Our Audio Branding Services

On Hold Messaging
Auto Attendant
IVR
Voicemail for Business
Overhead Music
In-Store Announcements

talk with us soon

info@OnHoldMarketingWorks.com

(888) 940-HOLD

