

## Sell to Your Clients While They are on Hold!

- Reduce hang ups by 50%
- Promote monthly specials & packages specifically about your business
- Designed exclusively for your business needs
- Low cost advertising that cross-sells your services
- Enhance the image of your business
- State of the art digital equipment
- Programmes bilingues et français disponibles

[www.audiomarketing.ca](http://www.audiomarketing.ca)

# Audio Marketing Concepts



Being put on hold is inevitable. What a customer hears while on hold will impact their action or reaction to the business they are calling. Customers are already calling your for business, which means you already have them in the mindset to spend money! All you need to do is provide them with a little extra information to get them thinking about spending more!

Research shows that callers prefer to have something to listen to while on hold. Silence can prompt a caller to hang up, while a radio feed may run your competitors ads! With on-hold marketing a caller will stay on hold longer and have a more positive attitude when the call resumes.

Think about this: 94% of all marketing budgets are spent persuading a customer to call, while only 6% is spent on handling the call once it is received.

## The Power of Direct Marketing

- If your business is open 40 hours a week and you put 10 calls on hold per hour, that's 149 hours of marketing time a year!
- On Hold Marketing means you have no competition - yours is the only voice that your customer hears.
- Think of it as marketing directly to a captive audience with no distractions or outside influences.
- The yearly cost of on-hold marketing is less than **one** traditional print, radio or television ad in most markets.
- Dollar for dollar, THIS is the best value for your marketing budget.

### SERVICES AVAILABLE

- Technical Support
- Maintenance
- Digital On-Hold Player
- Maintenance of Player for duration of contract 4 or 12 productions/ year
- Free Shipping
- Script writing
- Production
- Professional Voice talent
- Music licensing fees



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