

# On-Hold Concepts

Woodstockmediagroup.com



Put Us On Hold For \$1.83/day!

That is less than 20 cents per hour to advertise your products and services!

With your customers and potential customers waiting on hold, you have their undivided attention. This makes your on-hold into a very powerful marketing tool. Taking control of your on-hold environment lets you decide what your callers hear. A professional on hold marketing program will engage the listener, effectively shorten the perceived wait time, and allow you the perfect opportunity to cross-promote your products and services and increase sales. From music that appeals to your callers to creatively written advertising messages read by top ranked voice talents, On-Hold Concepts will show you how to unleash the marketing power of your on-hold.

## The facts:

- *Callers with SILENCE-ON-HOLD will abandon their calls in less than one minute; 90% hang up within 40 seconds.*
- *Callers with MUSIC-ON-HOLD will stay on the line 30 seconds longer than with only silence.*
- *Callers with INFORMATION-ON-HOLD will stay on the line for up to 3 minutes longer.*

## The benefits of working with On-Hold Concepts:

- Your on-hold service will include all content elements: copywriting, voice talent, music licensing.
- Choose the type and genre of music that you feel best represents your company.
- We set-up and maintain your new advertising tool and proactively provide updates of fresh copy and music.
- You will be assigned a personal account manager to monitor and do all the work for you.
- Professionally voiced and produced on-hold advertising messages, reinforce your branding and present a polished image.

**Put your best foot forward from the beginning!** With all of the advertising dollars that you spend to get someone to call, it just makes good sense that callers get a great first impression and don't hang-up.