

ON HOLD MARKETING

Promote your business, to your target audience, through your telephone system!



Businesses put **70%** of callers on hold on a daily basis!



30% of customers make purchases after hearing about it on hold!



30 seconds is the average time a caller is put on hold for!



75% of callers met with silence hang up within 30 seconds.

What is On Hold Marketing?

On Hold Marketing is a business message service with a difference, using the free air time generated by your existing telephone lines when clients are placed on hold. On Hold Marketing broadcasts are professionally recorded "ear catching" audio productions specifically created to inform your customers about your special offers, current campaigns or promotions.

How does it Work?

Depending on your existing telephone lines capability, On Hold Marketing broadcasts can simply be uploaded directly onto your system, alternatively we can provide you with a specific telephone system mp3 player - pre loaded with your bespoke On Hold Marketing message - which simply attaches to your system/line and is activated automatically when a caller is placed on hold.

Choose a package to suit your business

Some businesses have one clear message or product and service offering. Others have seasonal offerings, product upgrades and constantly changing offers. With that in mind, our On Hold Marketing can be tailored to your individual requirements. Broadcasts can be ordered on a one-off basis, alternatively there are a number of flexible monthly payment packages which enable customers to spread the cost and benefit from regular updates.

You may look professional... But do you sound professional?