

# MARKETING MESSAGES



***The First Impression People® since 1984***

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## **Scripting a Great Messages-On-Hold in 3 Easy Steps:**

First, if you would like to hear how a typical Messages-On-Hold sounds, [click here](#).

1. Include up to 10 messages of about 3 or 4 sentences each in a rough draft. *Marketing Messages will write the script for you.*
2. What should we talk about?

Look at your web site and brochures. The hard work and creative thinking have already been done. You can copy and paste paragraphs from your web site into a Word doc. Don't worry about the exact wording to be used or the "please hold" messages.

Use the template on the following page for ideas. Marketing Messages also has sample scripts available for selected industries.

3. Email it to [creative@marketingmessages.com](mailto:creative@marketingmessages.com) or your rep. We will write and email a suggested script to you within 3 days for your approval or any changes.

### **Choose a voice talent:**

Select your voice at <https://www.marketingmessages.com/voice-samples/>

### **Choose the music:**

Select the background music at <https://www.marketingmessages.com/music/>. You can either choose a music genre like Jazz or Rock, or pick 3 songs by name

## Template for copy points (mix, match and add more as needed)

### Sample Product or Service (use 2 or 3 messages, along these lines)

Thank you for calling (*Your company name here*), your source for (*your service or product*). Our complete line of (*primary product or service*) as well as our (*secondary product or service*) systems and services will help you find solutions to all your (*product or service category*) requirements.

**Need more?** Ask yourself... What would you like your current or prospective customers to know about your business? e.g. When/how/why were you founded? What kind of services do you offer? What makes your business different from others in your field? Have you recently added/changed any of your products or services?

### On-Hold Reassurances (Thanks for waiting ... we'll be right with you) **Marketing Messages will add several of these**

**Specific offer:** Ask us about \_\_\_\_\_ and receive a 10% "I heard it on hold" discount.

### Sample Visit our website.

Please visit our website for a comprehensive look at our products and services. (*add a benefit here if possible*) Visit us soon, at *yourcompany* dot com. That's *y-o-u-r-c-o-m-p-a-n-y* dot com. (*spell out letters*)

### Sample Customer Service Paragraph

We've been in business for (*xxx*) years, and we have a knowledgeable and dedicated staff that is eager to assist you and answer any questions that you may have. *Xxx company* has options designed to fit your small business or large multi-office corporation. We can customize your program to fit each and every unique location and our program can encompass everything that you will need. From offices large and small, to healthcare facilities, to universities and auto dealers, our diverse array of equipment and options allows us to create a program to fit any need. Go to *yourcompany* dot com to learn more!

**Still need more?** Ask yourself...How long have you been in business? Would you like to include informational items that suggest new and different ways to make use of your products? Are you running any current specials or promotions you want your customers to be aware of?

### Sample 2 Visit our website

Be sure to visit our website, where you'll find lots of useful information on \_\_\_\_\_. Visit us soon, at *yourcompany* dot com. That's www dot *y-o-u-r-c-o-m-p-a-n-y* dot com. (*spell out letters*)

### Sample Specific Information Paragraph

*Xxx company* has offices conveniently located in (*Town/City/ State/ Country*), at (*address*). We are open Monday through Friday from *xx* am to *xx* pm (*time zone, e.g. "Eastern Time" if applicable*). Our technicians are available 24/7 to handle any problems day or night. We invite you to visit our website at www dot *yourcompany* dot com. For general information please send an email to *info @ company* dot com and we will reply within 24 hours.

**Need more?** Ask yourself...Would you like to inform your customers of your business hours, location, or toll-free phone number? Do you have a department specific or information/ general query email address that your customers can use for general questions or brochure requests?