

# Getting Started

With Your Anytime Plan and the iProMOH



**easy on Hold**<sup>®</sup>  
the music on hold experts™

**“As unsexy and low-tech as it may sound, the telephone is one of the best branding devices out there.”**

Harvard Business Review, August, 2010

- Turn on hold time into an effective marketing tool
- Target audiences with dayparting (morning-only and afternoon-only announcements)
- Ideas for creating more effective messaging
- How to quickly change your Anytime Plan content

# Turn on hold time into an effective marketing tool

Congratulations on getting started with a truly premium marketing on hold solution. We encourage you to install your iProMOH (*eye-promo*) as soon as possible so you can begin putting its incredible functionality to work. With your unlimited update plan—The Anytime Plan—and the internet-connected iProMOH on hold player, your on-hold messaging can change from hour to hour, day to day, week to week—custom programming. In fact, you could make it sound as if you have your own radio station on hold!

Take a look at the difference between doing on hold messaging the “old way” and the new way, with the iProMOH and your Easy On Hold Anytime Plan.

## The old way...

- Generic greetings
- Many topics
- 4 minute format
- Loop that repeats 24/7
- .mp3 files, CD, cassette
- User-managed
- 4, 6, 8, 12 updates

## The new way...

- Every message is aimed at getting results
- Messages are based on your marketing plan
- Fewer, relevant topics designed for comprehension
- Not limited by overall length
- Scheduled announcements based on calendar
- All files managed by device (iProMOH)
- Hands-off operation
- Updates itself, as programmed

Because the iProMOH has advanced capabilities, you will be able to use “on hold time” in a new and more effective way.

## Target audiences with dayparting

Dayparting is a term that refers to the use of specially scheduled greetings that play only during certain times of the day. This function can be particularly effective if you have a different audience at different times. For example:

- “We’re glad you called us this morning. Our lobby is open until 4pm today. When you visit, ask about our new V.I.P. checking account...”
- “Good afternoon. Making plans for dinner?” (Afternoon callers are probably calling about dinner plans.)
- “The pharmacy closes at 9pm. All subscriptions and refills received after 8:30pm will be ready at 7am tomorrow. Thanks.”

Naturally, if a guest were to enter your place of business in person, you would use a cordial, “good morning” or “good afternoon”. Callers waiting on hold might enjoy the same courtesy!

“Good morning!”  
Why not greet callers on-hold just as you would if they were to walk in your front door?



# Ideas for creating more effective messaging

## **“Today-Only” Announcements**

Is one of your locations open on the weekends? Promote it to all your callers on Friday so they'll know ahead of time. Do you have Monday-only, or mid-week only promotions or hours? We can program certain messages to play only on certain days and/or at certain times. Ask us how this works.

## **End Dates/Times**

Your iProMOH stores all of your messages—past, present and future—and plays them from memory based on programming commands imbedded in the player software. By configuring playback dates, you can start and stop unique, time-sensitive messages right on schedule. When you submit your ideas to Easy On Hold, include a specific end date and we'll make sure the content is only played when desired. You'll never play out of date content again.

## **Event Marketing**

Perhaps you're offering flu immunizations for a two-week period, or a special sale through the month. Open house? Special guest? Now you can promote upcoming events to callers on hold, because your announcements can be programmed to stop on a certain date.

## **Multiple music tracks**

With traditional on-hold, only one piece of music is used. Your iProMOH is different. The music and voice are handled independently and are “mixed live” on the spot. To get started, request up to 3 unique music tracks. You may choose to play different styles of music at specific times to match your audience, or play all tracks in a 24/7 rotation to give callers a variety of music to hear. Consider changing music tracks over time for a fresh sound.

## **Evergreen Content**

The possibilities of the Anytime Plan and the iProMOH may be overwhelming at first. So start simple. One approach is to begin with “evergreen” content: information that never gets old, that talks about your brand or products or services in general. This is content that can be waiting in the wings, so to speak, when your time-sensitive content has reached its end date, or your new promotion hasn't started yet.

## **A short announcement about a single topic is more effective than a list of features.**

Since you can now change your content to support other current marketing efforts, why not focus on the hot topic of the day? Zoom in on a single idea – a specific product, service or promotion – that you want callers to remember.

- Request a variety of short paragraphs that talk about one specific idea in a few different ways. The result? In one phone call, you will have made sure your caller has heard your single idea over anything else... perfect for pushing that one service that is your best bottom line builder.
- Plan in advance. Provide your annual calendar, and we'll build messages and have them programmed with special start and stop dates.
- Prompt an action. What would you like the caller to do?

Do you advertise in print and on radio/TV? Use your on-hold to support your ad campaign. After all, if the traditional advertising is working, then your phones will be ringing—and you'll undoubtedly need to manage calls by putting some on hold. So make sure the hold message reinforces the ad campaign, providing even more details than you could in your print or broadcast ads.

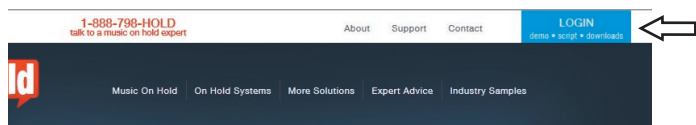


Play only the announcements you want to play, when you want to play them.



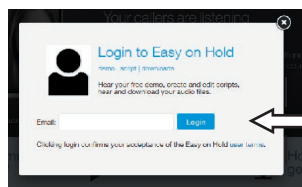
What can someone remember in 20 to 30 seconds? A focused, single idea delivers more punch.

# HOW TO QUICKLY CHANGE YOUR ANYTIME PLAN ON HOLD CONTENT



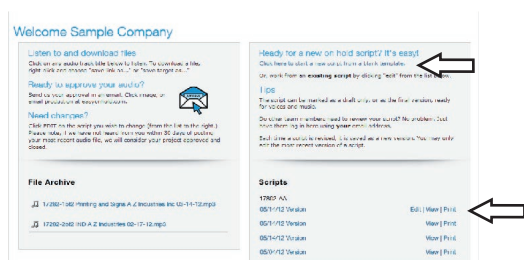
## CLICK THE BLUE LOGIN BUTTON

The Login button is on the top toolbar at easyonhold.com.



## ENTER YOUR EMAIL ADDRESS

No password is needed. Click Login.

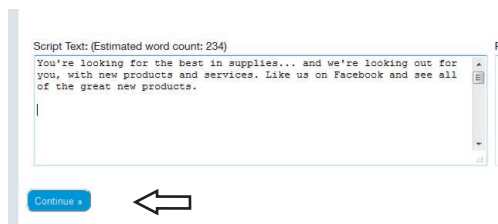


## FIND YOUR AUDIO AND SCRIPTS

This is your "account page" where you will find audio files to hear and download and all of your scripts.

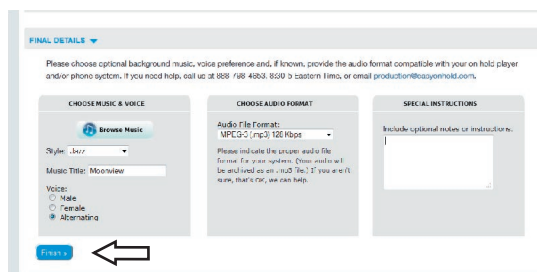
## WRITE OR CHANGE A SCRIPT

Start a new script, or click Edit on an existing script. You'll be taken to the script editing area.



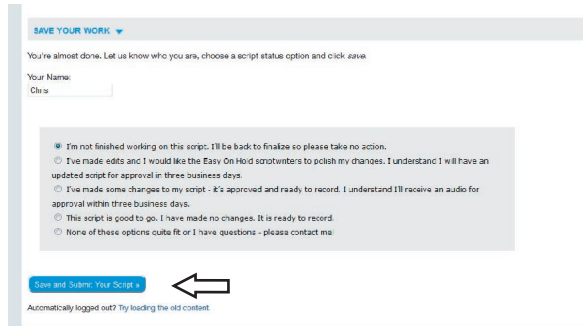
## SCRIPT CONTENT

Type your script content in the textbox, then hit continue. (You may want to only write a few notes and request that the Easy On Hold scriptwriter take it from there.)



## MUSIC, VOICE, FILE FORMAT

Browse music, indicate style and title, select voice gender, indicate audio file format (if appropriate) and include any special instructions necessary.



## NEXT ACTION

This lets us know who made the edits and whether you are ready to record or would like additional help. Easy On Hold is notified when you complete this process. You'll be notified according to the preferences chosen.