

Who can benefit from Voice Broadcast?

Consumer Sales & Contact:

- ◆ Call attention to Direct Mail or Media Ads
- ◆ Send a "Thank You" message from the CEO
- ◆ Cross Selling
- ◆ Customer Satisfaction Surveys
- ◆ Sales Prospecting
- ◆ Special Travel Promotions
- ◆ Free Trial Offers

Charities:

- ◆ Fund Raisers
- ◆ Membership Drives

B2B:

- ◆ Special Promotions or Discount Programs
- ◆ Special Event Notification
- ◆ Personal "Thank you for your business" messages
- ◆ Production & Sales Updates

Political Action:

- ◆ Voter Awareness
- ◆ Get Out The Vote (GOTV)
- ◆ Voter Preference Surveys

Emergency Management

& Government Agencies:

- ◆ Emergency Personnel Call Outs and Activation
- ◆ Emergency School Closings
- ◆ Hazardous Conditions Notices
- ◆ Special Election or Town Meeting Notices

Voice Broadcast offers a robust approach to your marketing initiatives. For a detailed analysis of how you can take advantage of this effective communication technology, call or e-mail us today!

Features & Benefits

- ◆ Decrease information distribution costs
- ◆ Increase ROI on all Promotional Campaigns
- ◆ Supplement traditional direct mail, fax broadcast, and e-mail campaigns
- ◆ Reach your client or constituency at the most favorable time of the day
- ◆ Increase responses to Media Ads & Direct Mail campaigns up to 100%
- ◆ Costs less than traditional live telemarketing
- ◆ Programming options allow messages to be delivered via live answer, answering systems, or both
- ◆ Offer live-answer transfers to your Call Center or Sales Department
- ◆ Get real-time detailed or summarized reporting via Internet, e-mail or fax

Who's using Voice Broadcast now?

- ◆ Television & Radio Broadcast Stations
- ◆ Cable & Satellite Providers
- ◆ Retailers
- ◆ Mortgage & Insurance Companies
- ◆ Financial Institutions
- ◆ Political Organizations
- ◆ Hospital & Healthcare Industry
- ◆ Police & Fire Departments
- ◆ Government Agencies
- ◆ Automobile Dealers & Manufacturers
- ◆ Non-Profit Organizations

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Voice Broadcast



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What is Voice Broadcast?

Voice Broadcast enables you to simultaneously reach your targeted clients with a perfectly timed voice broadcast message, automatically telephoned to thousands, tens of thousands or even millions.

There is no equipment to purchase or complicated software to learn. Recording your message is as easy as talking into the phone. Within hours your recorded message is ready to broadcast at just the right time to optimize and support your strategic marketing campaign or community outreach objectives.



How can I get the most out of my advertising, direct mail, or public service announcements?

How can I genuinely connect with my customers to effectively communicate essential information about my products or services?

How can I track responsiveness to my marketing or outreach efforts and know that I am communicating effectively with my customers or constituency?

How can Voice Broadcast work for me?

It's a fact. You can significantly increase your advertising response rates and improve your advertising ROI by employing this innovative contact management initiative. For example, pre-calling a direct mail piece can raise response rates up to 100%. Messages can be targeted to aid your marketing directives, communicate special sales or promotions, assist in fund-raising, or to survey your constituencies... just to name a few.

Your direct message or survey can be programmed for receipt via live answer, answering machines, or to reschedule the call for a later time. Enhanced options allow call recipients to directly connect to a live operator, your sales force, call center or enhanced voice mail system.

Afterward, we provide you with solid numbers on call results, which are available via the Internet, fax-on-demand, or e-mail.

What can we do for you?

We work with you to organize your database with the essential information needed to produce optimum results. Our sales advocates will consult with you to identify target markets, write an effective script, and evaluate how Voice Broadcast can enhance your overall marketing objectives.

