

*Not just
recording...*



Tele-Branding!

"When was the last time your company evaluated the job its present phone system was doing at delivering the intended 'corporate' image? Is the quality consistent with your company's marketing and advertising materials?"

If you're going to use prerecorded announcements in your telephone presentation, they should be the best quality recordings they can possibly be!" —Paul Beran, President/CEO

■ What is Tele-Branding?

"Tele-Branding" is used to describe the process of evaluating, scripting, producing and maintaining an intended image over the phone, using any prerecorded segment of the phone

system (auto-attendant, voicemail, IVR, hold-queues, etc.) that may be available.

"Advertel hopes to change the way businesses think of their telephone," suggests Paul Beran, President/CEO of Advertel, Inc., Pittsburgh-based ad agency specializing in telephone media. *"Telephones have become more like 'media' than like ordinary one-to-one communications. So much more can be done with the phone than ever before. It's the 'Original Internet!'"*

All too often, businesses leave the task of developing their telephone 'image'—through the maze of voice prompts, menus, and hold queues, to the technicians who wire the equipment. Not to detract from the expertise of installers, but they're not typically qualified to make marketing or public relations recommendations. Problem is, business owners don't

realize that they're asking their telephone or IT department to handle corporate 'image' responsibilities when designing and recording their telephone system.

"Compare this with the technicians who operate the sound and lighting at your local theater..." veteran broadcaster, Ken Breakwell, suggests, *"It's like asking stage hands to write and arrange music, play musical instruments, choreograph dance steps—and perform each and every show!"*

The telephone is a major point of customer contact—filled with customers and prospects. For businesses to ignore this ideal marketing landscape makes no sense at all in today's economy!

Call 1-888-ADVERTEL for a no-cost initial evaluation.

