

Published based on [The Miracle Of Recorded Messages And How They Make You Money](#)

The Miracle Of Recorded Messages And How They Make You Money

A Recorded Message is a message (recorded in your voice or someone else's) that automatically starts running when someone calls your special 1-800 number, much like your answering machine. Also known as Toll Free Recorded Message Hotlines; recorded messages have been around for years. Their longevity is testament to their effectiveness. Even with the immense popularity of the Internet you are still only accessing about 70% of people you want to attract. Everyone, on the other hand, has access to a telephone line. Having a Toll Free Recorded Message Hotline as part of your Marketing Program means you don't have to restrict how a potential prospect might identify themselves to you.

There are many benefits to using this type of technology when you deal with a reputable vendor. They are relatively inexpensive and they can be implemented almost immediately. The only down time is time spent getting your ad placed in a publication targeting your identified niche or prospect base. Hotlines are also simple to include on all of your marketing materials. With a Hotline, your business card now becomes more powerful. The fact that an 800 type number appears in your marketing materials means that people are offered a less threatening way of accessing the information you are making available to them. Therefore there is no fear or anxiety that comes with having to deal with a live person. People are given the time to digest the information you want and make a well informed decision in a time frame of your own making.

The really good companies out there also provide a series of reports that allow you to maximize the potential of your recorded messages. You can see which ones work and which ones don't and adjust to increase your response rate. You will also see what advertising media is working better so you focus your budget where it will do you the most good. Finally, the Recorded Messages are working for you 7 x 24 so they will outperform any other media you select.

I have come across a company that provides a full suite of marketing technology tools and processes including Toll Free Recorded Message Hotlines. That company is AMS. Their twelve years of experience in Direct Response Marketing has allowed them to develop tested and proven methods for using Recorded Messages. They start from the advertising headlines and content, go right to the recording of the messages themselves. Their experience ensures that even the beginner can quickly integrate and take advantage of the benefits of this technology. And it doesn't stop there. AMS provides the capability for a business, no matter what size, to place their ENTIRE Marketing Program on Auto-pilot. Once a business marketing program (including voice messages, e-mails, faxes and other broadcast and mail out collateral) is compiled and sequenced, their Lead Management System or LMS provides the unique ability to manage and control that program without any further human input.

The benefits to this system are significant time savings on what would otherwise be labor intensive tasks and consistency in marketing messages. It also means that businesses never need worry about losing customers who misinterpreted your lack of contact for apathy.

If you would like to hear more about Recorded Messages and how they can benefit your business, visit Automated Marketing Solutions today. You will be surprised at how quickly and economically you can implement and start benefiting from AMS tested and proven technology and experience.

To learn more about Hotlines and how they can benefit your business, visit [Automated Marketing Solutions](#) today. You will be surprised at how quickly and economically you can start using, and start benefiting from AMS tested and proven experience and technology.

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