

Why Voicemail is Booming in B2B...

Many of the world's top Business-to-Business (B2B) companies are using voicemail marketing in a big way: seminar invitations, new product announcements, voicemails that draw attention to upcoming emails...Today, forward-thinking companies are conducting highly structured, well-planned, and well-measured voicemail marketing campaigns like never before.

Take a look at just 10 of the many reasons why voicemail has become a highly justified and successful vehicle for B2B campaign communication:

1. **Contacts are often unavailable:** Studies show that, on average, only 17% of outbound B2B phone calls are answered "live". The remaining 83% are unanswered and intercepted by voicemail. Marketers who recognize this trend see the bottom-line benefits by giving recipients the power to review communications on their own time.
2. **Voicemail is fast and cost-effective:** When your goal is to engage in "live" phone discussions with a large number of business contacts, you can contact the same number and provide the same warm human contact with a voicemail instead for a fraction of the cost and time.
3. **Voicemail is an ideal "tack-on" media:** Pre-announcing your upcoming direct mail, email, or even "live" phone call with a voicemail message significantly increases your click through and response rates. Using voicemail to follow-up previous contacts works to further reinforce your message to increase responses.
4. **Voicemail is compatible and pervasive:** Everyone has a voice mailbox – no plug-ins, no need to question whether recipients can view the message on their screen like in email. With voicemail, you can be sure everyone is hearing exactly what you have to say, the same way you said it.
5. **Voicemail is human:** Nothing makes more impact than the genuine power of a real human voice. It has always been at the heart of one-to-one interactions. For building rapport, strengthening relationships, and conveying captivating enthusiasm, the human voice is still the best method.
6. **Voicemail commands attention:** People still perk up when they have a voicemail "waiting" for them. While email spam and clutter has skyrocketed, voicemail has not. It's viewed as a warm personal communication, and as a result, it generally holds more authority and breeds more action.
7. **Voicemail gives you control:** In a "live" phone conversation, reps are forced to handle difficult questions, but it is difficult to control the accuracy of every answer they give and every comment they make.
8. **Voicemail forces you to get to the point:** It is a perfect method to summarize, paraphrase, and outline key points.
9. **Voicemail messages can be saved and forwarded:** Getting multiple decision makers in on discussions means faster advances through the buy-cycle.
10. **Voicemail multiplies your presence:** Voicemail can be used to multiply you, your CEO, or your sales rep's presence. Taking advantage of a service provider who can deliver messages previously recorded by you allows you to be in multiple places at once.



Challenges with running your B2B voicemail marketing campaigns in-house:

B2B voicemail marketing does propose challenges -- conducting a campaign in-house can be a morale crusher. Who really gets excited at the idea of speaking the same voicemail message, day after day? Waning enthusiasm always shows up in the voicemails you leave. Delivering the same message verbally is slow, expensive, and under-utilizes your call center or inside sales reps' training. Your well-trained call center or inside sales reps are painfully distracted from their highest yielding time use - closing sales and speaking "live" with prospects or clients. By using a strategic partner to implement your voicemail campaign, your reps are able to stay focused on what they do best.



You cannot use an auto-dialer voice broadcasting service like you can in B2C marketing. In B2B, people have their own lines or extensions, and every company has a different type of phone system. As a result, auto-dialers are unable to reliably navigate the different phone systems to deliver messages accurately and respectfully. Moreover, without systems designed specifically for "live" voicemail campaigns, you'll miss out on valuable tracking and campaign statistics that are available to you through Virtual Causeway's service. Better stats mean better campaign refinement, better testing environments, and better results.

“Guided” B2B Voicemail Delivery by Virtual Causeway:



Virtual Causeway is your ideal B2B voicemail marketing partner. Live agents from our call center personally “guide” your voicemail directly into each targeted individual’s voice mailbox. Our agents are transferred by receptionists, reach voicemail from a direct line, or personally navigate the target company’s phone system to get each individual’s mailbox. Once there, our agents activate message play back, and then move onto the next record using a second line.

With our guided voicemail delivery service, your voicemail messages are delivered accurately, respectfully, error-free, and with crystal clear digital quality. Essentially, we allow you to take advantage of the incredible ROI you can achieve from voicemail marketing while removing the challenges faced from implementing your own campaign. To find out more about our Guided Voicemail service, visit www.v-causeway.com/gvm or contact your Account Manager at 1.866.211.6549 to answer all of your questions.