

New Franchise Gives a Voice to Marketing Messages for Small Businesses - Nationwide!

Written by Profit-Tell

Tuesday, 27 June 2006

Profit-Tell adds new services to enhance "Marketing Make Over" Programs for small to medium-sized businesses!

Hinsdale, IL - - June 27, 2006 - - - One of the hottest emerging trends in business has been to add voices (narration) to marketing media. A new service now makes this technology economical for any small business.

Profit-Tell's local franchises provide a "marketing makeover" for small businesses. During this "marketing makeover", existing marketing materials are updated and new marketing technologies are added, at a fraction of the cost of a typical marketing company.



Picture: David Hearld (founder) with Gina Gamez and Noelle Tolczyk in the studio working on a project

The "marketing makeover" includes any combination of the following 14 marketing "touch points": telephone messages for hold time, overhead music, overhead announcements, custom newsletters, website voice narration, website content optimization, promotional auto-answer, auto attendant info boxes, promotional emails, press releases, promotional CDs, talking emails, radio commercials, and audio narration for power point presentations.



One of the creative concepts that Profit-Tell has perfected is aptly named E-Tell, or talking emails. By "[clicking the icon](#)," voice narration will deliver a custom message to the reader of the email.

"When combined, all of the improvements and new marketing technologies that we have added create a synergized campaign that is guaranteed to dramatically increase the bottom line," says Profit-Tell CEO David Hearld.

Routine updates to the marketing campaign are included, which do not require an appointment and involve very little effort on the owner's part. Profit-Tell performs the function of a full-time marketing staff so clients

can focus on daily business operations.

Hearld believes that this multi-media approach to marketing helps to create "brand recognition" and customer loyalty while promoting the image of each business. Businesses can choose among the many products and services offered by Profit-Tell to create a customized marketing plan based on their needs. When used together, marketing touch points can increase sales by 30-100%, for as little as the cost of a cup of coffee a day.

Richard Valentine, owner of Look Worthy Salon in Anderson, Indiana, says, "The overhead music and announcement program is super incredible! Our product sales have increased by 50% for an additional \$1500 per month." Valentine is also impressed with other products and services offered by Profit-Tell, including the customized on-hold messages. He states, "Gift certificate sales increased by 100% when we featured them on telephone hold time."

About Profit-Tell International:

Profit-Tell was founded by David Hearld in 1993. The company is an advertising and marketing firm and began franchising in 2002, now with over 20 units nationwide. They specialize in using creative marketing solutions to improve client profits by cross educating customers in services they may not have known existed or considered previously. Profit-Tell has worked with thousands of companies nationwide.

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