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NLI Media Group Announces the Launch of "Marketing on Hold"

NLI Media Group will offer an exciting new business telephone marketing service aimed at increasing sales and alleviating unproductive on hold time.

/24-7PressRelease/ - AUSTIN, TX, December 19, 2007 - NLI Media Group is set to launch "Marketing on Hold," a new business telephone marketing service that will provide clients with informative and catchy advertising while their patrons are on hold.

According to AT&T, three out of four business calls are placed on hold every day. Sixty percent of the clients on hold will hang up if they hear silence. Out of the sixty percent of potential clients who hang up only one out of five will actually call back, leading to a significant loss in sales. Marketing messages, while customers are on hold may increase sale inquiries by fifteen percent and actual sales by almost twelve percent!

NLI Media Group's "Marketing on Hold" can turn a negative "on hold" waiting time into a positive experience by informing and educating a captive audience about a company. The marketing messages will aim to educate potential clients about products, promotions, and services. The custom tailored marketing messages may also drive potential customers to websites, seminars, and other various events. The audio production will take place at NLI's state of the art recording studio and will include such features as professional voice over's and custom musical accompaniment.

If you would like any additional information or to contact NLI Media group about their marketing on hold packages, please contact Mark Lassoff or visit them on the web at www.nlimedialogroup.com.

ABOUT NLI Media Group

NLI Media Group is an Austin based web development and media firm that uses cutting edge online marketing and traditional advertising and promotion to create premium brand experiences for clients.