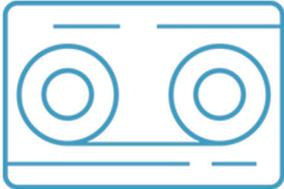




## Ringless Voicemail

Not since email revolutionized online marketing has a tool or technique changed the way businesses reach their customers. Also called “direct to voicemail,”



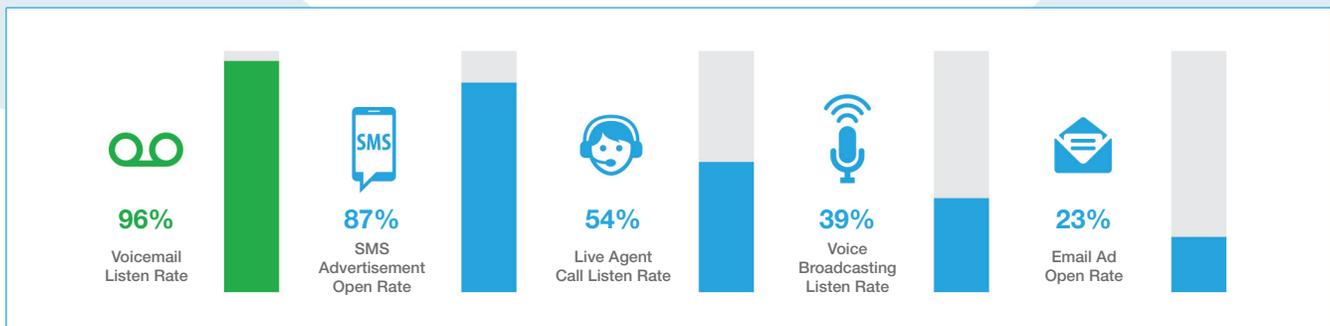
ringless voicemail allows you to deliver voicemail messages to prospects, leads you could not reach, and existing customers; all without their phone ever ringing.

It works like this: A salesperson records and uploads a message to a ringless voicemail system that’s integrated with your business’s CRM. From there, you can send a message directly to the voice mailbox of any lead by bypassing the wireless network.

## Proof in the Numbers

When you combine these facts with data on cost and ROI, the method looks even more enticing. Through research and practice we’ve found that:

- **85-96%** of consumers listen to their voicemail.
- Compare this to other marketing channels...
- Ringless voicemail has the potential to re-engage 20% of unreachable leads.
- The cost to send a message directly to a lead’s voice mailbox is a fraction of the price most businesses pay using other channels such as banners, emails, and video ads.
- Among the leads re-engaged by ringless voicemail, nearly 10% will eventually convert without intervention from your sales team.



## What makes ringless voicemail so effective?

- The lead is never charged by their wireless provider.
- Your prospect is never interrupted by a ringing cell phone.
- Custom messages that get unobstructed attention by the recipient.
- Ability to engage the recipient with both a call-back and/or website visit.

## Engage, Nurture and Convert Data

Use your own lead data, or we’ll provide it for you from a list of 200,000,000 consumers that meet your target audience’s exact demographics.



With so many upsides, YOU can’t resist at least trying ringless voicemail.

## Track it!

How do we know all this? Because tracking the ROI of ringless voicemail is incredibly easy -- in many ways, even more so than tracking other online channels. Most ringless voicemail users simply:



- Create a web page to direct all ringless voicemail leads to the URL of which they mention in their pre-recorded message.
- Display a custom phone number to the lead receiving the ringless voicemail, so when they see “Missed call from: (Your choice of phone number),” they can call the relevant salesperson with a simple tap.

Contact us at [info@messagedrop.co](mailto:info@messagedrop.co) to see how ringless voicemail can transform your business.