marketmakers

white paper

How to use telemarketing to turbo-charge a demand generation campaign

Marketing messages are amplified and reinforced by repeatedly exposing prospects to a variety of media, so it pays not to rely on any channel as a standalone solution. While B2B marketers are developing a taste for the high-tech tools and tactics enabled by marketing automation, the addition of tried-and-tested telemarketing to the mix can create an uplift of up to 75% in qualified leads from a typical programme.

Here are 6 ways in which you can use telemarketing as a complementary channel to boost the results of your next campaign.

1. Enrich your lead scoring process. Lead scoring is a structured approach to determine the quality of a lead and the prospects current propensity to purchase before it is passed to sales. As buyers increasingly use online channels to self-educate, they are likely to "meet" your organisation long before they're ready to make a buying decision. In addition to applying scores according to prospect activity such as response to campaigns and website visits, more tangible scoring according to purchasing authority, timing for project and budget availability is essential. Tele-qualification supports progressive profiling by enabling more (and more detailed) questions to be answered with less effort from the prospect, helping you establish these key indicators. You also get a bonus chance to confirm or "tele-cleanse" user-inputted details.

2. Reach those who aren't online. Web-savvy marketers tend to assume everyone has unfettered access to the internet. However, in many B2B organisations – especially in data-sensitive industries – internet use is often monitored or restricted to approved sites, or users are prevented from downloading content from untrusted sources on the web. Some ultra-conservative corporates still even frown on staff viewing business-related webinars and videos in work time. But everyone can take a phone call.



3. Make DM more of a two-way thing. Traditional direct mail remains a valid means of stimulating awareness and interest but the quality and quantity of response still hinges on a bewilderingly complex set of factors. Be too creative and off-the-wall and your mail piece risks being perceived as frivolous

or wasteful, alienating the recipient. Be too conservative in your approach and your reader probably won't make it as far as the proposition. Of course, you probably won't be able to gauge the emotive response to DM unless the prospect either follows the call to action or is sufficiently offended to complain!



Use telemarketing follow-up to tap the barometer of prospect sentiment and you could avoid repeating costly mistakes in future. And if your mailer turns out to be somewhat forgettable, a well developed rapport over the phone is not.

4. Make an appointment with success. An appointment-setting programme delivers a predictable outcome and a predefined return on investment, and is particularly effective if you need to jump-start or accelerate your sales pipeline.

Appointment generation really comes into its own if you are trying to target time-pressed senior contacts who prefer to cut to the commercial chase with a face-to-face meeting. Appointment generation is best suited for use on high-value prospects, where substantial average deal sizes or solid margins justify the additional cost per lead. A well-executed programme can increase the calibre of appointments whilst simultaneously minimising the number of cancellations and rescheduled meetings – your sales force will thank you for it.

5. Boost the value of real-world events. How do you maximise your presence at exhibitions and trade fairs? How can you attract high-quality attendees to conferences, seminars and hosted events? You can't necessarily rely on big-ticket incentives, a jam-packed agenda, heavyweight speakers or a plush venue to tempt busy people away from their offices. What's more, many events are often woefully undersubscribed because the invitation process relies solely on a series of emails. Follow-up an invite with a telemarketing call, however, and watch uptake soar by positioning the event front of mind and dismantling your prospects' objections to attendance.

6. Effectively convert leads post-event. Having allocated considerable budget to your events or exhibition activity, it's essential that every lead generated as a result is managed effectively.

Whilst sales may convert the initial hot leads, those who are further down the sales cycle are often neglected in favour of quicker wins. Telemarketing can be used to provide initial nurturing and qualification, even if it is longer term and work with the leads to convert them into sales ready opportunities.

Ultimately, while we all strive for the utopia of one-to-one marketing, sometimes "personalisation" isn't so much about tailoring the content of the message but about delivering it to a prospect through the medium of his choosing. Even in today's Web 2.0 world, people still have diverse communication preferences. Some are ruthless at staying on top of their email, while others have overflowing inboxes. Many are reassured by the hands-on nature of traditional printed collateral while others strive to be paperless. Some opt to hide behind written communications while others find a phone call gets to the point faster and more naturally.

Don't underestimate the power of a timely telemarketing call in engaging prospects who prefer a conversation with a real, live human.

For more information on intelligence led telemarketing, please contact Market Makers

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About marketmakers

As a Multi award winning telemarketing agency, Market Makers build industry-leading, bespoke campaigns for appointment, sales and lead generation requirements. With a fully results-orientated approach,

Market Makers guarantee the highest quality, most targeted business opportunities3, to support the long term strategic growth of our clients.

As an agency built with direct marketers at the heart, we believe that telemarketing is not a job that simply starts and finishes with someone talking on the phone.

High return telemarketing involves market analysis and target profiling, expert data sourcing, results-focused analysis and reporting and, most importantly, continual assessment and enhancing.