Supercharge your Digital Marketing with Telemarketing



beanstalk

B2B Marketing in the Digital Age

The digital age has changed the way that B2B purchase decisions are made. B2B buyers are carrying out a significant amount of research into potential solutions before making direct contact with any suppliers.

"On average almost 60% of the buying process is completed prior to a B2B Buyer wanting to meet or engage directly with a potential supplier."

The Marketing Research Council

This has led to a change in the way successful B2B businesses are marketing themselves. The marketing team have a much larger role to play in not only generating leads, but also in nurturing leads through the buying process.

New tools and technology solutions are available to assist marketers in implementing lead nurturing campaigns and distributing content across digital media channels. The rise in businesses adopting marketing automation software is happening fast.

"More than 50% of B2B businesses are now using marketing automation software."

ResearchCorp

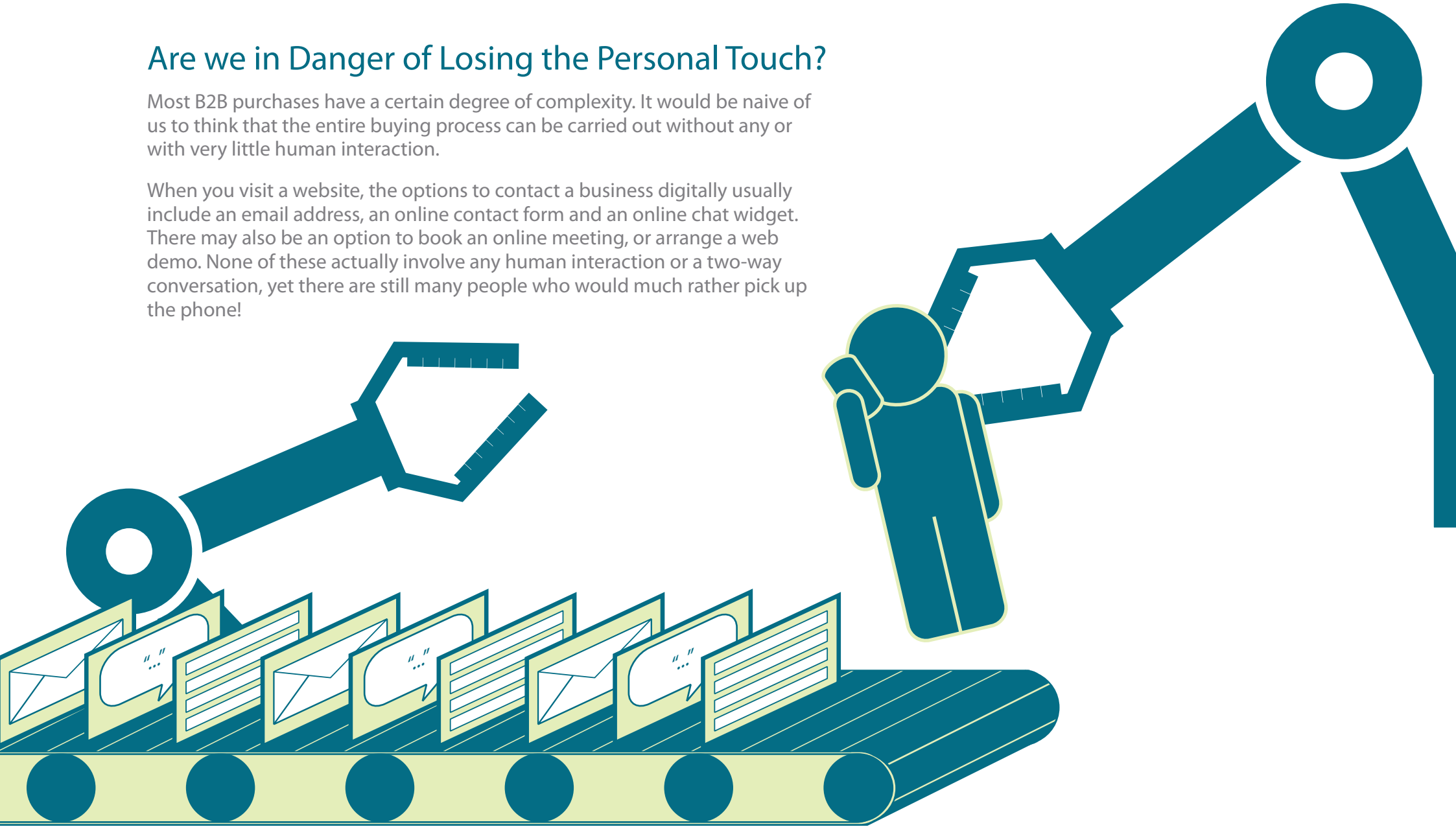
"Demand Generation Adoption Survey" (2014).

But with all this sophisticated technology available to us, are we forgetting an integral part of marketing and business development?

Are we in Danger of Losing the Personal Touch?

Most B2B purchases have a certain degree of complexity. It would be naive of us to think that the entire buying process can be carried out without any or with very little human interaction.

When you visit a website, the options to contact a business digitally usually include an email address, an online contact form and an online chat widget. There may also be an option to book an online meeting, or arrange a web demo. None of these actually involve any human interaction or a two-way conversation, yet there are still many people who would much rather pick up the phone!



Is Telemarketing Still an Effective Channel for Lead Generation in B2B Marketing?

Telemarketing does have a mixed reputation. During the 90s the telemarketing industry was booming as B2B businesses saw the benefit in generating leads through outbound marketing.

Unfortunately this led to increased competition and companies offering pay per lead campaigns that resulted in buyers being bullied into agreeing to appointments over the phone, only to cancel at a later date. Unsurprisingly the ROI from this approach was not positive. Luckily this approach is dying out, as businesses are opting for a quality over quantity approach.

Some people's view of telemarketing has also been negatively influenced by B2C telemarketing, which is all too often of a low standard.

However, recent survey results from the 2016 Demand Generation Benchmark Report proves that telemarketing is by no means redundant in the digital age. In fact the results reveal that ***telemarketing is the 2nd most effective channel for lead generation*** (just behind email marketing).



Why is Telemarketing Such an Effective Lead Generation Channel?

There are some unique features of telemarketing that make it different from any other marketing channel:

1. **Two-way communication**
   The ability to be able to ask a question and get an immediate response makes it possible to accurately qualify-in and qualify-out prospects.
2. **Relationship building**
   Good telemarketers will be skilled at building relationships with prospects. If done well the seller can influence future decisions by providing memorable and persuasive human interaction.
3. **Accuracy of data**
   It's the only way to build and maintain an accurate database of qualified prospects – one of the foundations of marketing automation and content marketing.
4. **Adaptability**
   Tone of voice and messaging can be adapted in real time based on the response and feedback received.
5. **Lead qualification**
   It's an effective way of accurately qualifying leads before passing them on to sales people.
6. **Measurable**
   It's relatively easy to measure the ROI of a telemarketing campaign

As the world of marketing continues to develop, we ask the question – how do traditional marketing channels, such as telemarketing, need to adapt to remain relevant?

Using Marketing Automation to Enhance Your Telemarketing Campaign

By making use of the latest marketing automation technology, it's possible to have the best of both worlds. The technology that sits at the heart of all marketing activity, can enhance both online and offline marketing campaigns, and here's how….

Marketing Automation technology has many useful features that can improve campaigns and save time on repetitive administrative tasks. One of the key benefits of the software is its ability to track individual prospect behaviour and attribute scores. This seemingly simple solution has had a BIG impact on the marketing sector. We are finally able to identify prospects that are showing a level of interest in our business. This allows us to implement pro-active strategic outbound telemarketing campaigns.

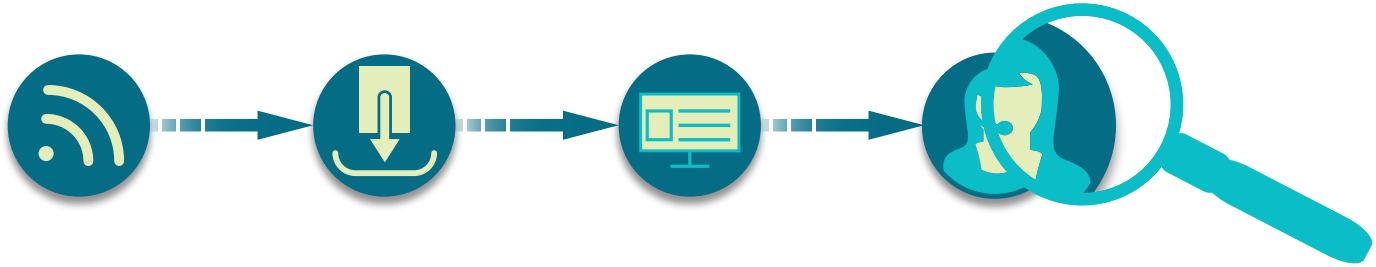
55% of Marketing Directors regard Telemarketing as a 'very effective' tool for following up lead nurturing activity.
Demand Generation Benchmark Report, 2016

And here's the best bit, you don't need to call everyone! Gone are the days of 'hit and hope'. We can now prioritise who we call based on their behaviour and engagement. Far more effective than cold-calling.

and make contact with the right people whose behaviour and interaction suggests they are far more likely to want to engage than random cold-calling.

A prospect who has subscribed to a newsletter, downloaded some content and then returned to the website and visited several pages will have a greater propensity to respond positively to a follow-up call.

Of course it's not guaranteed that high scoring prospects will be interested in procuring your services. But by engaging with them over the phone it's possible to establish whether they should be passed onto sales for follow up, qualified out as having no requirement, or returned to a nurture programme because they are not yet ready.

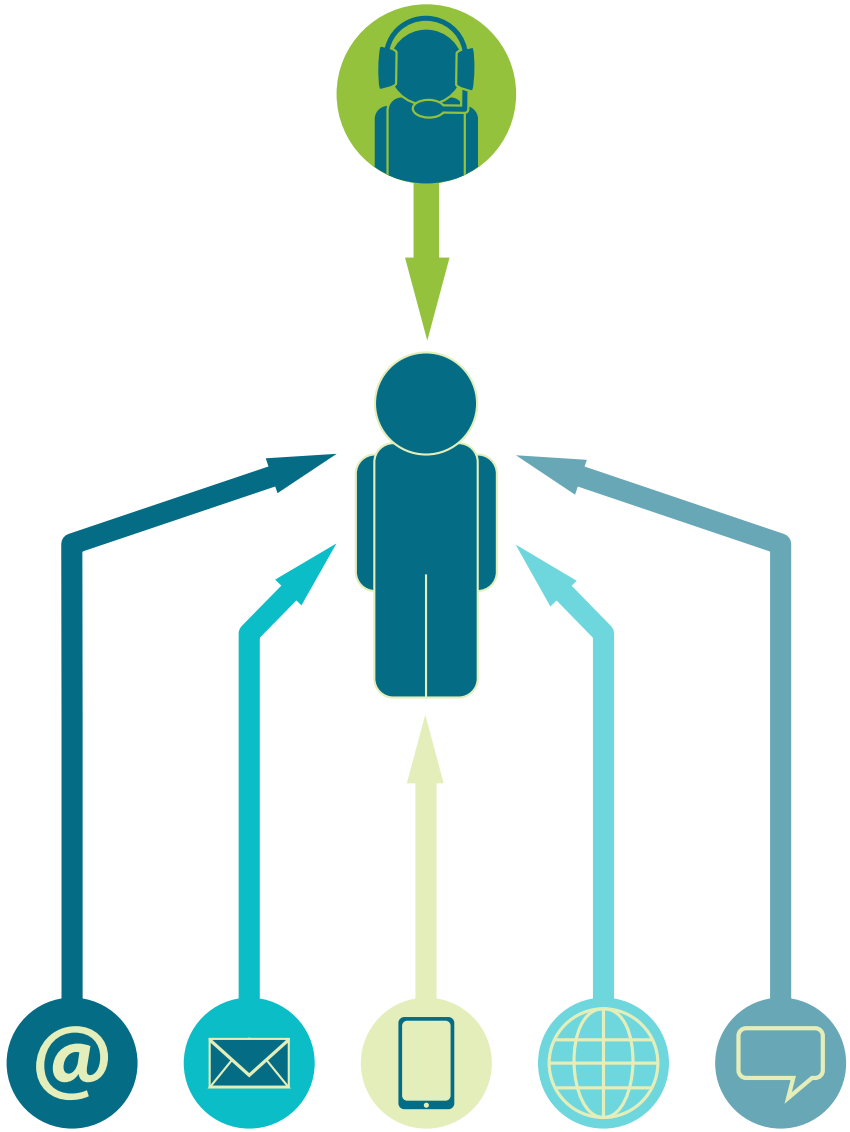


Supporting the Telemarketing Activity

Multi-channel marketing campaigns have been proven to be more effective than single channel. And let's be honest, there's no excuse in today's world not to utilise digital media. Marketing automation software enables B2B marketers to connect different marketing activity through a common platform. It allows you to track and monitor prospect behaviour across multiple touchpoints, so instead of measuring single-channel campaigns you can now measure the effectiveness of the entire prospect journey.

In the past it was the telemarketer's job to nurture leads through the buying process. They would do this by engaging with prospects in conversations during their early evaluation of solutions, providing relevant information, answering questions and ultimately arranging to call them back in the hope that they would then be closer to making a decision.

Now the telemarketing campaign should be integrated with all other marketing activity. Insight gathered through the telemarketing should be fed into the database used to deliver highly relevant, personalised and timely lead nurturing campaigns. Once the prospect has been successfully nurtured and providing they like what they see, they are more likely to get in contact on their own terms, if the telemarketer hasn't got there first.



Building and Maintaining an Accurate Prospect Database

Bought lists have their place in B2B marketing. But they also have their limitations.

Typically data will be selected using some simple criteria:

- Type of business by industry
- Size of business
- Geographical location
- Job function

There is however, a big gap in the pool of data that is available to purchase. The Office for National Statistics reveal that there are 31million people in work in the UK, of which 23milllion are employed on a full time basis.

Yet the pool of available B2B data with a named contact and personal email address is only around half a million people.

So contrary to what many data houses would have you believe, the likelihood of you being able to buy a tailor made, comprehensive decision-maker database are pretty slim!





More insightful information that can be critical to successful marketing is even more difficult to come by. To drive personalised, one-to-one marketing communications there are many challenges, such as:

- There are usually a number of members of the decision making unit, it's not always easy to identify the relevant individuals from job role alone.
- Complete and accurate contact information including email addresses which are vital for on-going nurturing campaigns.
- It's not possible from their business sector alone to identify the specific needs of an organisation and whether they have a requirement for your products or services.
- Understanding of the stage that the business is at in the buying process. Whether they have recently completed a purchase or if they are beginning to consider alternatives.
- Details of their existing contract situation and competitor relationships. This will help to tailor messages based on competitor capabilities, but also to ensure you communicate with the prospect at the right time.
- There may be particular issues that the individual or their organisation face that you can assist with. Understanding their pain points will enable emotional messaging to be tailored to resonate with the prospect.

None of this key information is readily available and this is where Telemarketing really comes into its own.

Skilled telemarketers supported with good technology can capture this information during a two-way dialogue, create a database of valuable intelligence which can be used to deliver targeted, relevant, personalised content.

Summary

The B2B environment has changed over recent years with buyers delaying their interactions with salespeople while they evaluate suppliers and undertake their own research through the early stages of the buying process.

We've seen a huge increase in digital communications in recent years, the worry is that businesses are becoming less human and are in danger of losing the personal touch that so many buyers seek out.

The characteristics of telemarketing make it a unique channel for B2B businesses. No other channel allows for immediate feedback through a two-way dialogue, or have the ability to build and maintain an accurate database full of valuable insight and relevant information.

There are two ways in which Telemarketing can play a key role in B2B marketing:

Building a comprehensive database of qualified businesses with contact details for the relevant individuals within the business and their role in the decision making unit. Telemarketers can also gather other critical profile information on timing and other criteria that can support ongoing communication.



The second role of Telemarketing is in contacting prospects that have been engaging with your marketing communications. Telemarketing can contact those who appear to be the most engaged, ask questions about their needs and then pass them over to a salesperson if they meet the criteria for a Sales Qualified Lead.

Marketing Automation technology should sit at the heart of all marketing activity, allowing for prospect behaviour to be tracked and scored across multiple channels throughout the entire buyer journey. But every marketing automation programme needs to be fed qualified leads.

Integrating traditional marketing techniques such as Telemarketing into your overall marketing strategy can allow for calls to be prioritised and highly targeted, meaning that we no longer need to call everyone on the list.

This means telemarketing is now more cost effective, that the results and outcomes are better and most importantly of all, ROI is improved.

Get in Touch

Find out how Beanstalk's integrated telemarketing campaigns could supercharge your lead generation.

We can identify, engage and nurture prospective customers on your behalf, generating high quality Sales Qualified leads.

Our team have years of experience managing digital marketing and lead generation campaigns and could be just the thing you are looking for to help you achieve your revenue growth goals.


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