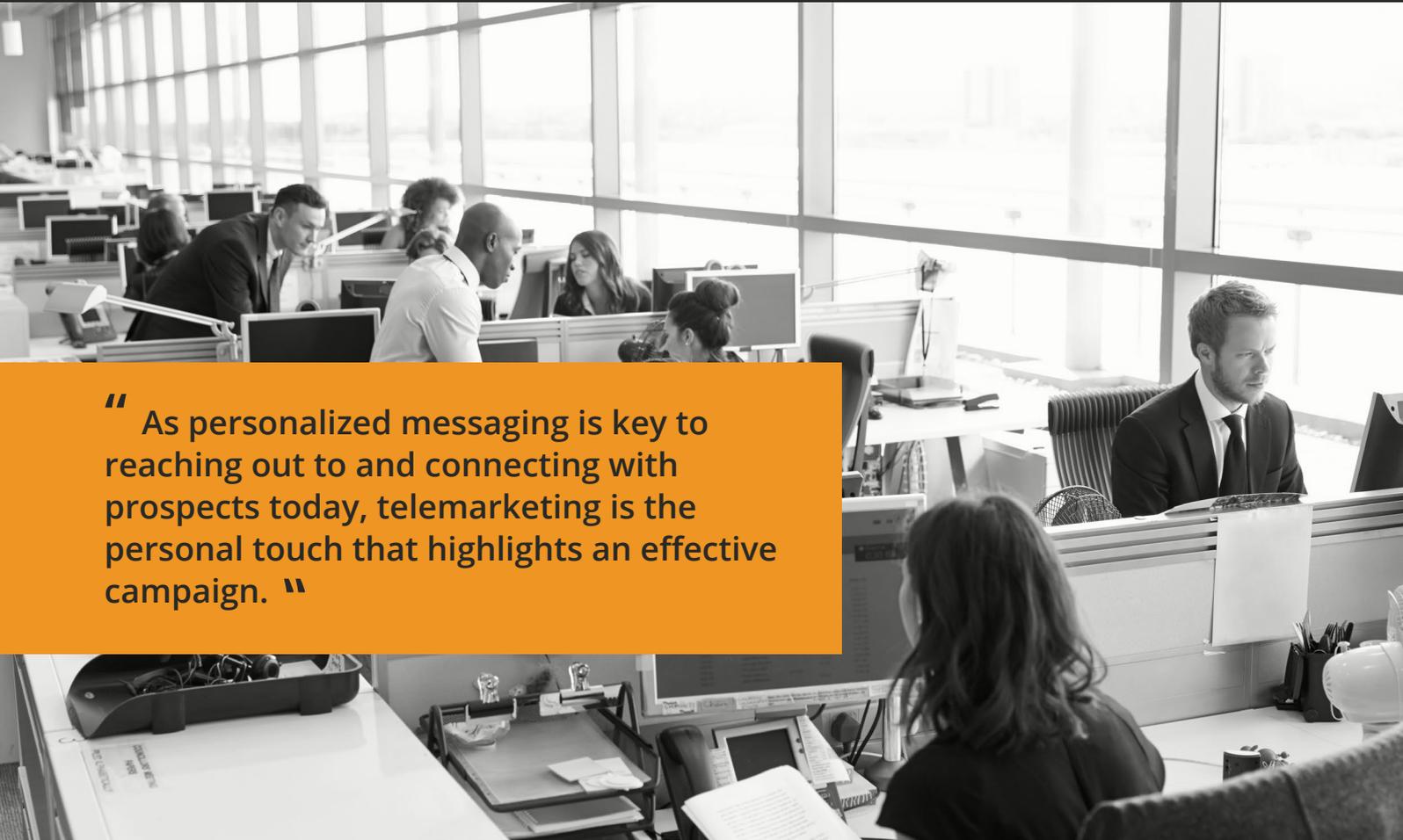




INTELEMARK

**EVALUATING THE
EFFECTIVENESS OF
B2B TELEMARKETING:
DOES IT STILL WORK?**

Evaluating the Effectiveness of B2B Telemarketing: Does It Still Work?



“ As personalized messaging is key to reaching out to and connecting with prospects today, telemarketing is the personal touch that highlights an effective campaign. ”

With the advent of the Digital Revolution, telemarketing may seem like a dead medium, straight out of the 1970's and just as antiquated. In fact, thanks to the explosion of the information era and technology, most marketers believe that inbound vs. outbound marketing is the way to reach customers today.

According to an Experian survey, most marketers think email is still the number one choice of marketing channels available, followed by company website as the second choice.

Where does telemarketing fit into this equation?

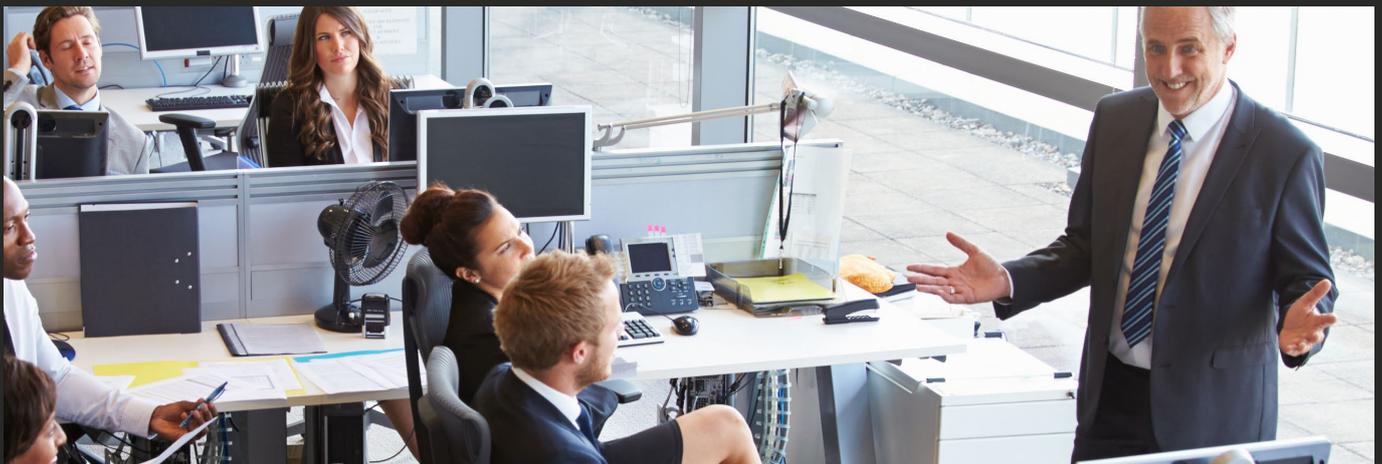
In a recent study by Placester, 78% of B2B marketers today say their biggest challenge is generating leads. And in the same study, telemarketing was in the top 3 on the list for the best methods for B2B lead generation, after inside sales and executive events. Email marketing came in at No. 5.

Despite the general opinion that inbound marketing is the current gold standard, B2B telemarketing still ranks as one of the most effective—and popular—lead sources.

An effective marketing and sales strategy is about building relationships with customers. Inbound marketing plays a key role in nurturing and educating your customers, but digital communication cannot replace the one-on-one conversations you need to have with your customers.

To be most effective, telemarketing should be one prong of a multi-pronged approach to marketing and sales. It should be another piece of a comprehensive marketing campaign that works together to qualify, educate, and nurture your prospects.

In Marketing Sherpa’s study, executives reported telemarketing is “very effective” in their marketing mix. As personalized messaging is key to reaching out to and connecting with prospects today, telemarketing is the personal touch that highlights an effective campaign.



Most people mistakenly believe that telemarketing is used strictly for cold calling, but that couldn't be farther from the truth. Telemarketing is more about optimizing opportunities to connect with your prospects on a personal level at the critical stages of the sales process.

Here are 7 of the most influential ways that telemarketing can grow your business.

Lead Generation



Of course, lead generation is at the top of the list for telemarketing. An effective lead generation campaign using telemarketing at its core can greatly reduce your cost per lead and therefore your cost per sale.

Appointment Setting



Appointment setting is a close second. The goal of most, if not all, sales efforts is to get that in-person meeting or telephone conference with a qualified lead. Appointments give your sales force the opportunity to do what they do best—close sales.

Promoting Events



A telemarketing campaign aimed at filling seats at your corporate event, seminar, or trade show is another effective tactic. Reaching out to people is more effective in getting attendees than using only advertising in journals and trade publications or email blasts.



Following Up

Following up with prospects and leads, especially after an advertising campaign, a trade show, or an executive event, is an excellent way to interject a personal touch and answer any questions or offer new information to prospects.



Upselling & Renewals

If you haven't heard from a past customer in a while, a telemarketing campaign aimed at reactivating and upselling can cost less than selling to a new customer. In fact, it's estimated that it costs up to 7 times more to sell to a new customer than it does to an existing one.



List Scrubbing

It is estimated that on average, 20% of those on your contact list will become obsolete every year. To keep your list valid and vibrant, a campaign aimed at cleansing your prospect list can pay off big dividends down the road for your sales force. Not only will it save time and money when trying to connect through outdated or missing data, a telemarketing campaign can help you get new, good quality data that ultimately will generate more leads.



Researching Markets

Whether you're reaching out to current customers to learn more about their preferences and critical business issues, or are trying to enter a new market with your product or service, researching is key to ensuring your marketing efforts are targeted appropriately. A research campaign can even provide you with a list of potential prospects for your next telemarketing campaign.



Conclusion

Telemarketing has been around for quite a while and is still as effective as it was in the past. Smart marketers are combining the best of the digital revolution with telemarketing efforts to create new and fresh ways to connect with prospects and customers.

If you want to keep a steady stream of qualified leads in your pipeline, telemarketing is an effective avenue that works well in a variety of points along your sales process. From initial contact to nurturing and qualifying leads, to gathering business intelligence and ultimately to appointment setting, telemarketing generates the results at each point to quickly move leads through your pipeline.

Intelemark Can Help

With decades of experience under our belt, Intelemark speaks fluently about the business critical issues facing your prospects. Specifically, our customized campaigns connect with high-value decision makers in ways that remove the barriers to get you appointments or leads.

Look at our track record to see our outstanding success. It's because we understand the market and how to test, refine, and execute our strategies with the proven methodologies we have used successfully many times.

From appointment setting and lead nurturing to sales lead generation and data cleansing, Intelemark's experienced professionals have been in the trenches with our clients to help them create demand, build their sales pipelines, drive revenues, and support their sales effort at every turn.

Contact Intelemark today to understand how a customized sales campaign can drive outstanding results for your company.

We are called **The Business Connection Company** for a very good reason.



About Intelemark

Based in Phoenix, Arizona, Intelemark designs highly customized B2B demand generation campaigns to connect businesses with prospects and customers. Services include all aspects of sales pipeline development, including:

- Qualified appointment setting
- Account based marketing
- Sales lead generation
- Lead qualification
- Database cleanup
- VAR communication
- Tradeshow support
- Sales intelligence
- Direct response follow-up
- Market research

...and Emergency telemarketing

To perform at the highest levels and deliver the best results, Intelemark pays careful attention to each client's brand.

The company has partnered with many of the world's most prominent businesses and has earned a reputation as "The Business Connection Company." For more information, visit

www.Intelemark.com.



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