

Good call:

why telemarketing is a potent ingredient in the marketing mix

New research by the DMA Contact Centres and Telemarketing Council has found that marketers continue to underestimate the effectiveness of telemarketing. With the vast majority of businesses surveyed – 93% – saying that it is effective, it is clear that telemarketing should be an essential element in B2C and B2B marketing campaigns.

Integration is the key, with 81% saying that they improved campaign performance when they combined telemarketing with another channel. Email is the most successful channel for integration for both B2C and B2B marketers but there were some interesting differences elsewhere and opportunities to think differently in the way businesses approach telemarketing in the future.

On the money: tangible returns for B2C & B2B marketers

It's official – telemarketing delivers a strong ROI

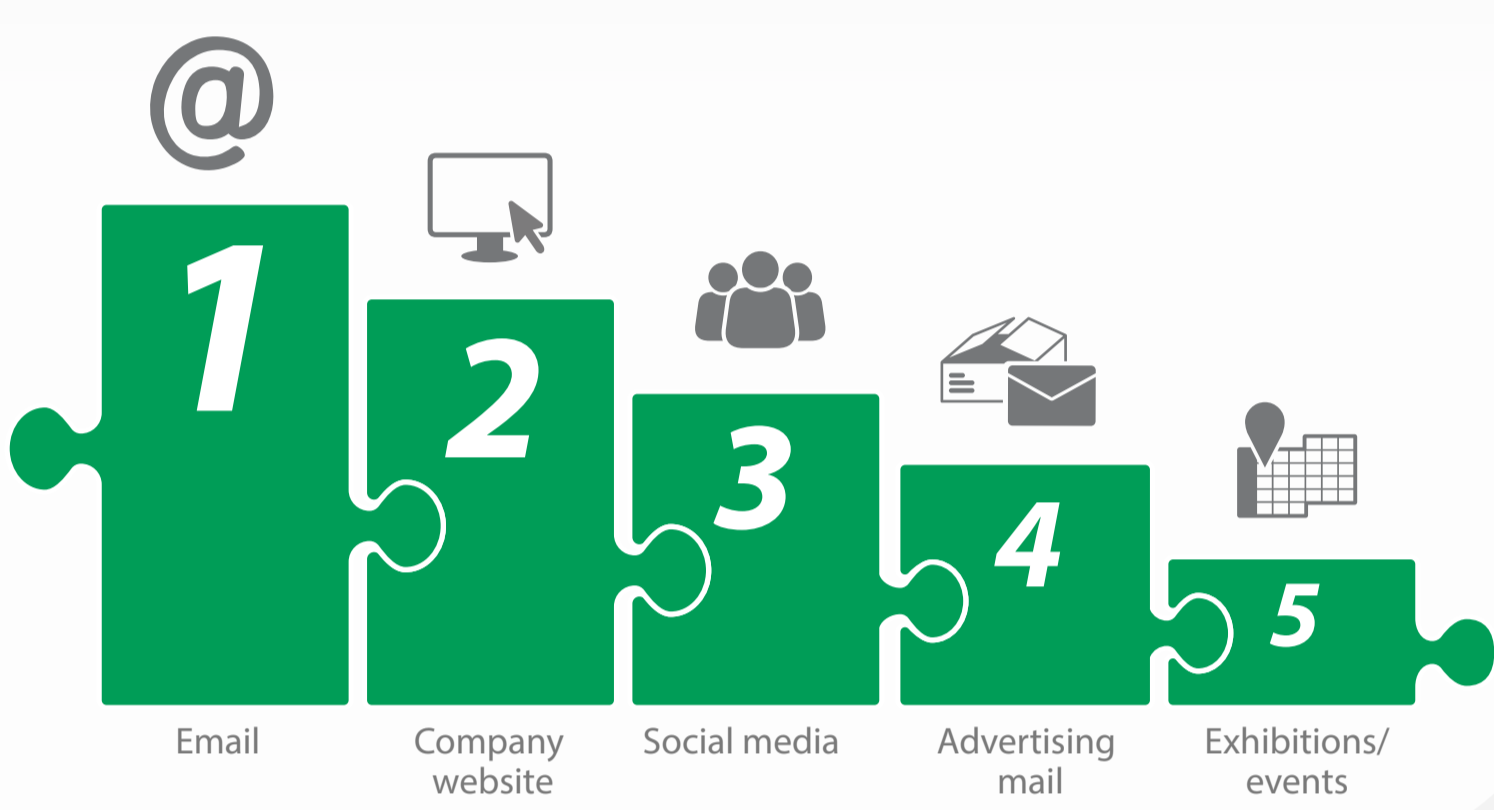
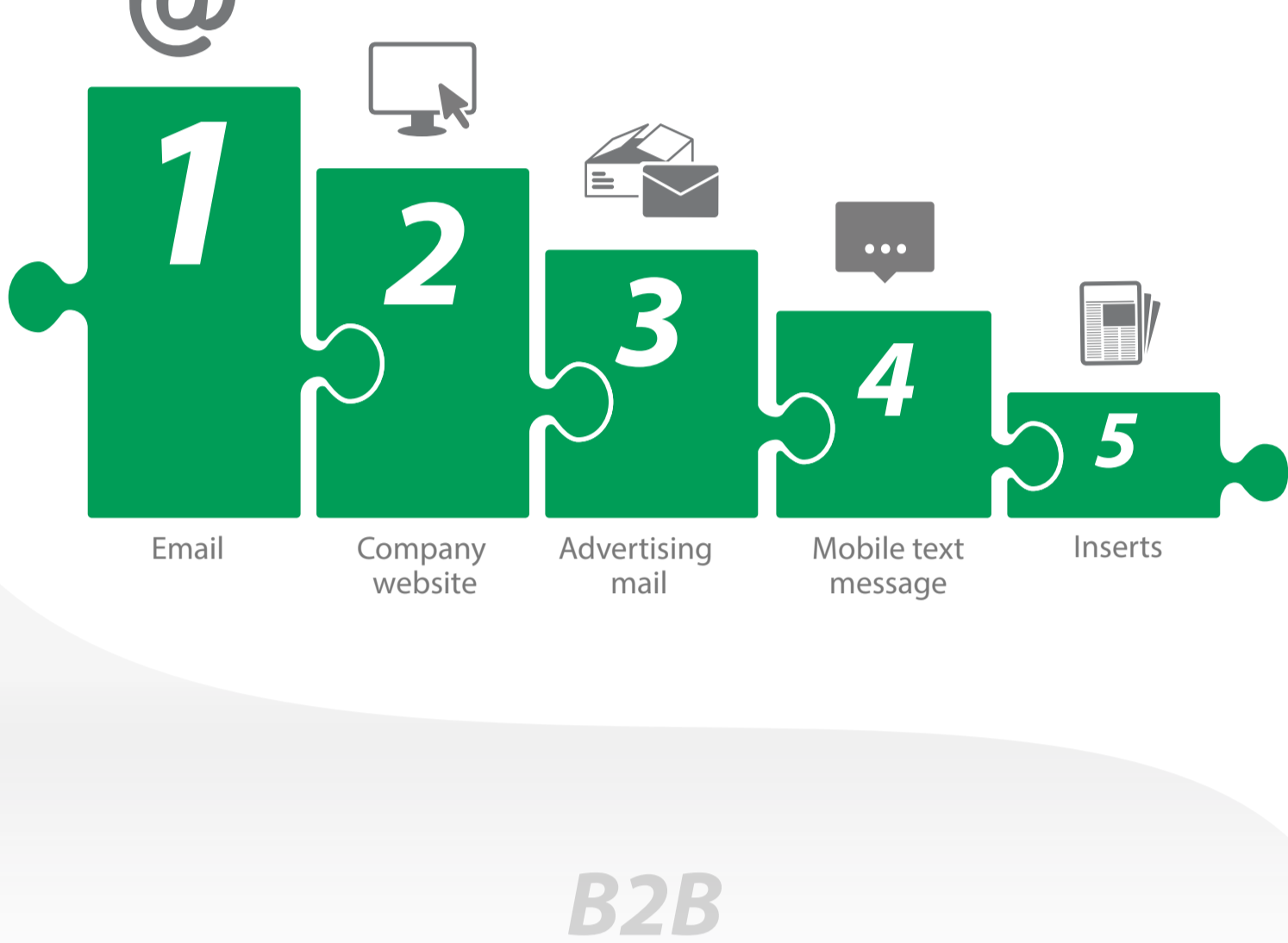


The marketer's dream team: telemarketing + email

Email is the most effective partner channel for B2C and B2B marketers

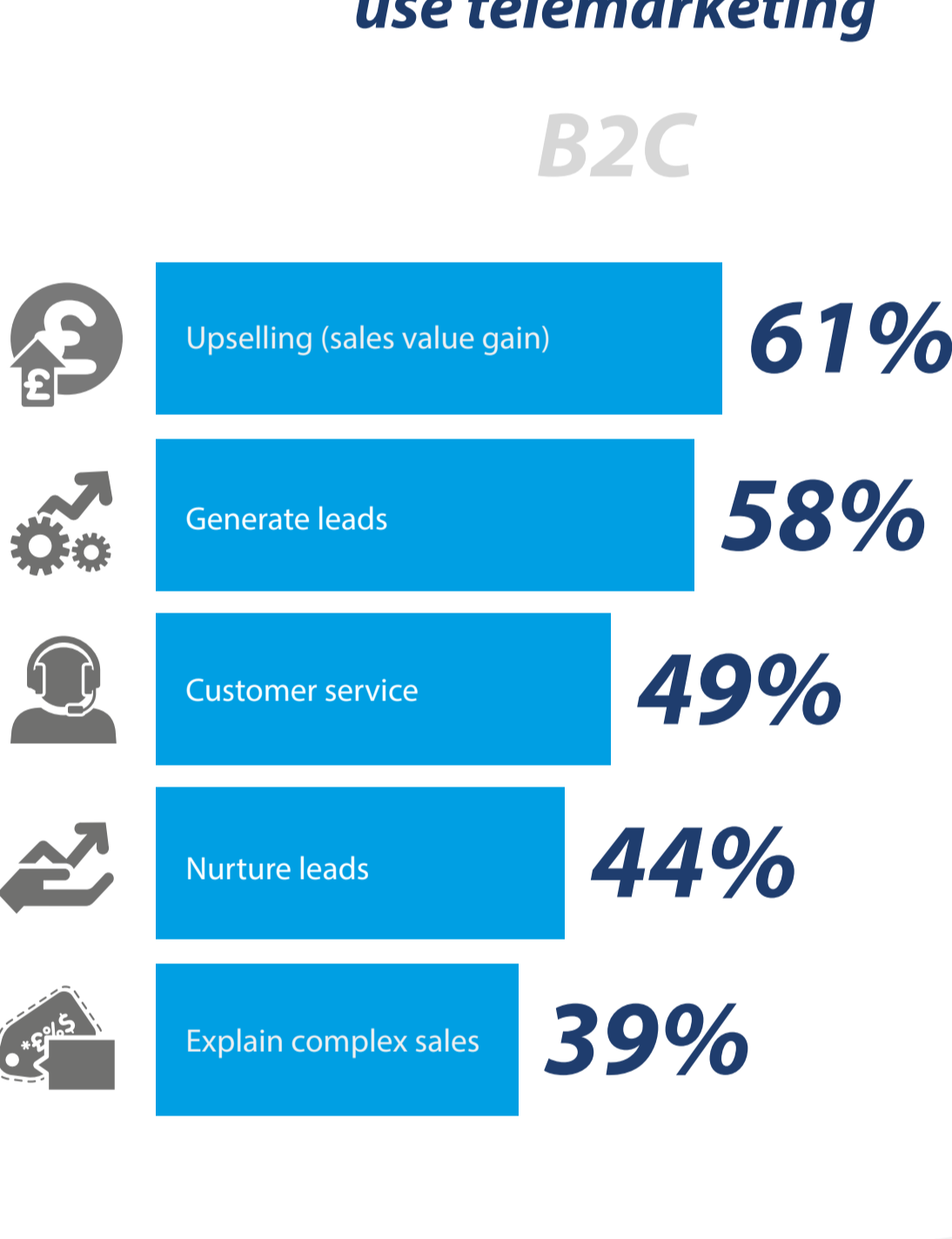


Top 5 channels for integration with Telemarketing

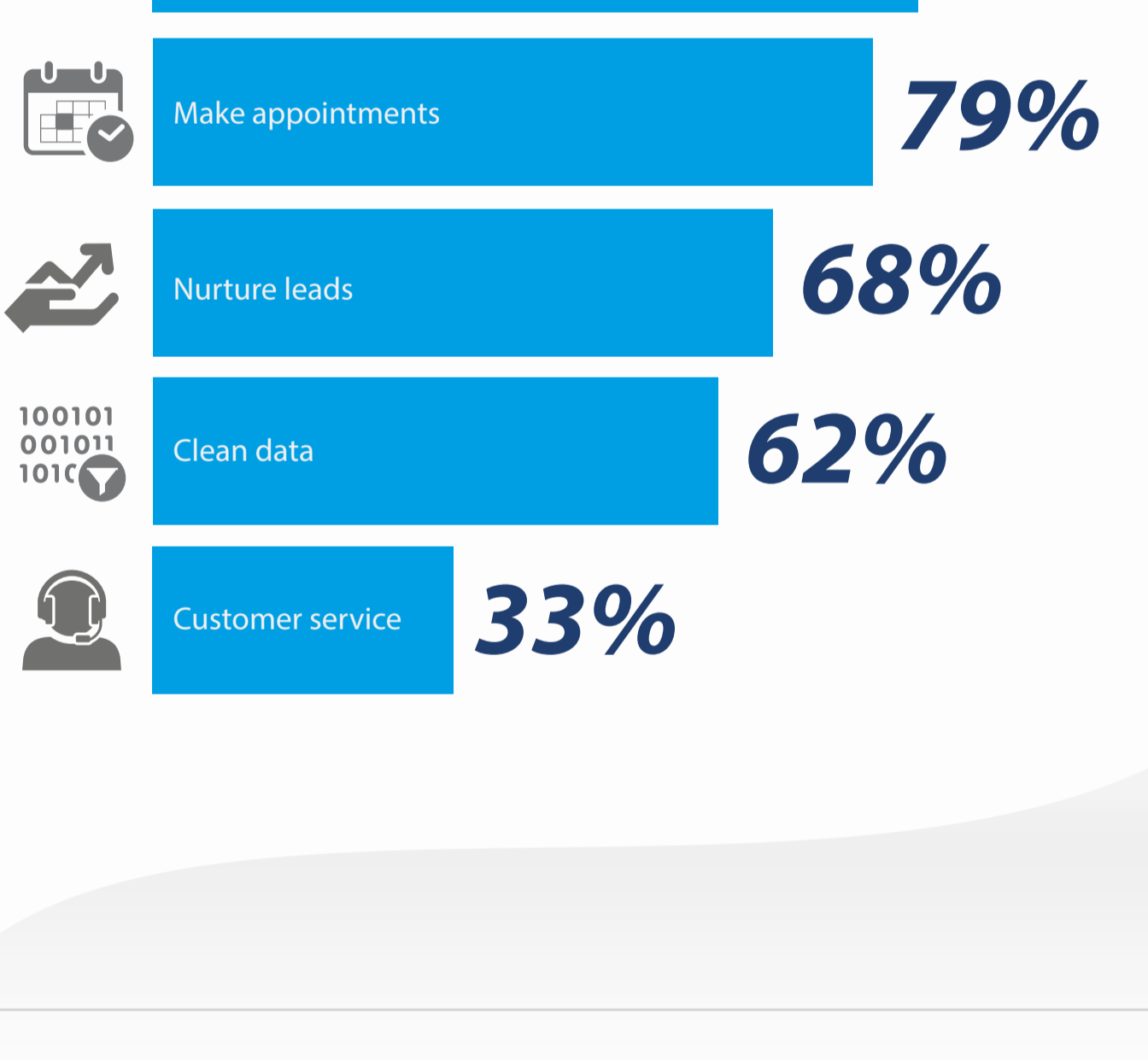


Top 5 reasons marketers use telemarketing

B2C

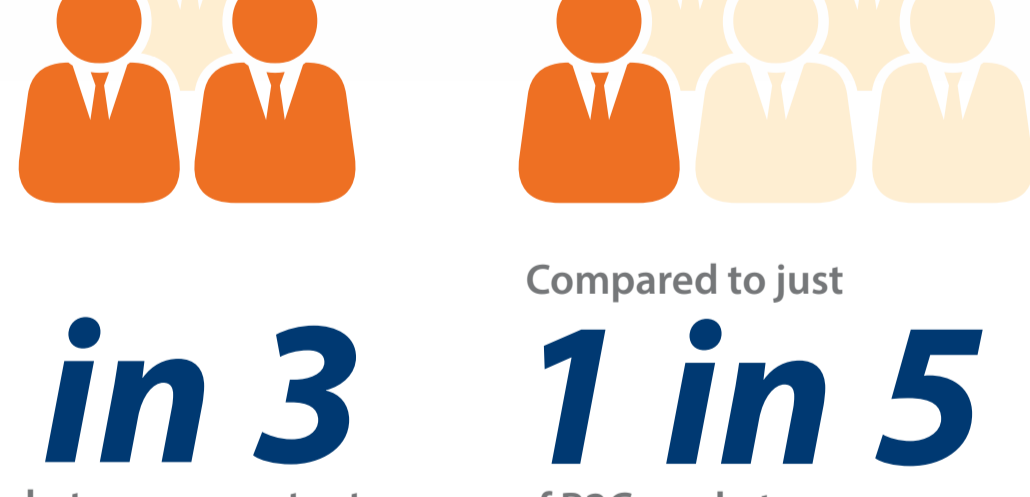


B2B



Think different: use content marketing to add value

Content marketing can help businesses build a relationship with the person on the other end and position you as an expert – an important part of consultative selling and lead nurturing.



2 in 3

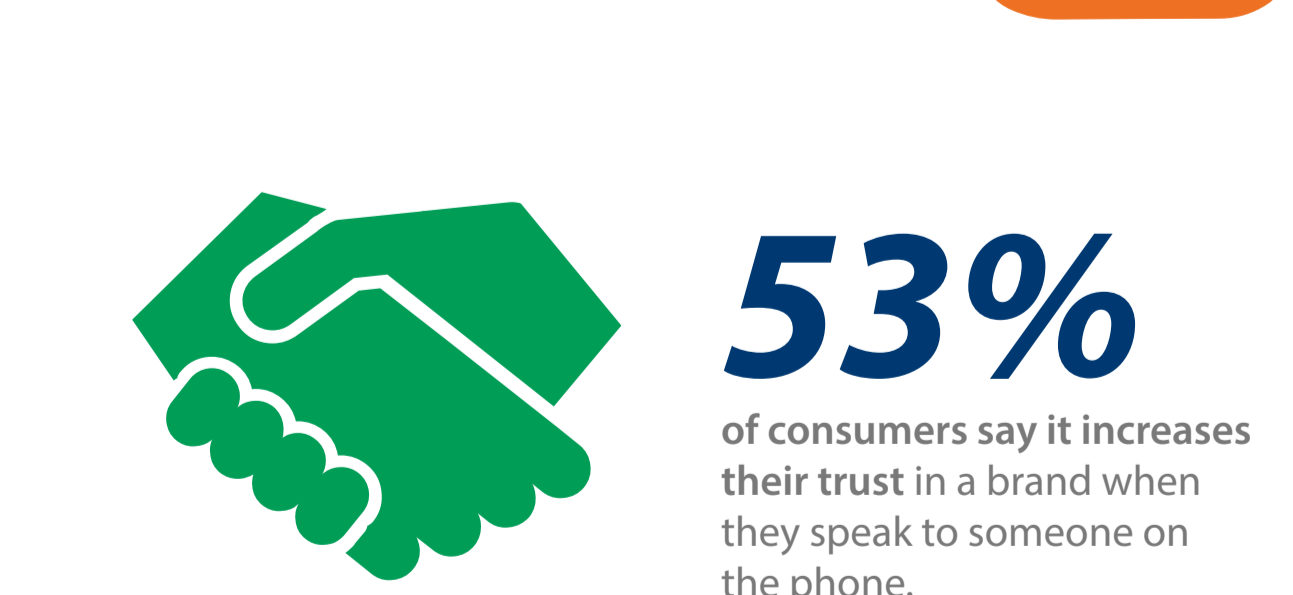
B2B marketers use content marketing (eg infographics, white papers and webinars)

1 in 5

of B2C marketers

The human touch: people want to connect with you

More than half of consumers prefer to speak to a real person when making a purchasing decision.



53%

of consumers say it increases their trust in a brand when they speak to someone on the phone.

Conclusion

In an increasingly digital world it's clear the human touch still has a role to play. Whether B2C or B2B, H2H (human to human) can improve results as part of an integrated programme and has the ability to make customers feel valued.

The marriage of telemarketing and email remains the most effective combination. Yes, telemarketing requires greater investment than some channels but with ROI figures of between 500% to 1,100% it offers a return for every £1 spent – and that return will increase if it's combined with other marketing channels.

But businesses need to be more creative in how they use telemarketing – it can be used for more than just selling. Think beyond immediate sales or lead generation and consider incorporating other elements into your call, such as obtaining opt-in for further marketing contact.

Our digital lives mean alternative products and services are just a click away, but the human interaction of telemarketing can improve customer loyalty and trust when it's done right.

Methodology

A consumer survey was conducted amongst 1,000 UK consumers using Toluna QuickSurveys panel on 8 July 2014. 39% of the respondents were male whilst 61% were female. 42% were 18-34 years-olds, 36% were 35-54 year-olds and 22% were over 54 years old.

A marketer survey was conducted amongst 210 marketers from the DMA database between June and July 2014.

About Toluna QuickSurveys

A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers 'AskToluna'. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panelist engagement, responsiveness, profiling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

<http://www.quicksurveys.com/?camp=dma>

About SCI Sales Group

SCI Sales Group is Europe's leading B2B sales accelerator. Established in 2002, it has grown to become a leading authority in the provision of sales acceleration services. It helps companies, from David to Goliath, achieve their targets – both in the UK and overseas. Using a combination of telemarketing supported by online/offline touches, its inside sales professionals can push ROI to 3,000%.

<http://www.scisalesgroup.com/>

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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