

## TELEMARKETING: THE KEYS TO RUNNING A SUCCESSFUL CAMPAIGN

Telemarketing is an important component of lead generation for businesses. Cost effective and time efficient campaigns lead to successfully attaining well set and pre-defined objectives, namely convertible sales leads in a relatively short timeframe with little cost-per-lead.

*Whether knowingly or not, most businesses conduct some form of telemarketing.*

The telephone is a standard in-place communications resource used by most employees responsible for sales or service activities. As soon as a receiver is lifted to perform communication in these roles, telemarketing has been conducted regardless if a relationship is established or built upon. If a relationship is established or built upon the sales cycle is commenced.

Effective and successful telemarketing campaigns require the best use of communication (in this case, telecommunication), the best delivery of marketing communication materials (the message of the offer) possible, effective data gathering and collation and interpretation of the results.

These are some of the basic questions to consider:

- ✓ Outsourced or in-house campaign/s?
  - If outsourcing, offshore or local provider
    - does the provider have experience and referrals?
    - does the company specialise or provide incentives/other complimentary services?
  - If in-house, are there the adequate resources to provide a quality service?
    - does the company have enough experience or knowledge base to plan and execute a successful campaign?
    - does the company have the expertise to extract and analyse results from the databases?
- ✓ Is there an offer or incentive to entice the target market? Are there restrictions for the allocation of offers or incentives?
- ✓ Will you be able to receive and deal with a large quantity of leads? How many will you be able to receive or deal with at once?
- ✓ Database acquisition or current database use?
- ✓ If acquiring is it a qualified or targeted database?
  - how up to date is the database?
  - does it require cleansing?
- ✓ Are measureable and interpretable results provided?
- ✓ What is the budget?

A few key deliverables will ensure a productive and successful campaign.

- ✓ Direct contact with Campaign Manager
- ✓ Measurable results
- ✓ Pre-qualified and targeted databases
- ✓ Direct contact with decision makers in records
- ✓ Ability of the service to perform voice recording of calls for quality assurance and/or contractual records if necessary
- ✓ Clear processes for follow-up and conversion of information gathered or leads generated
- ✓ Confident sales team to perform timely follow up contact to generated leads
- ✓ Motivated and skilled operators with industry specific experience capable of flexible communication with senior decision makers
- ✓ Consistent and professional branding of all marketing communications materials
- ✓ Professionally prepared scripts
- ✓ Professionally prepared campaign marketing materials
- ✓ Methods to maintain quality of calls and performance of campaigns

Once you have made all considerations possible for the setup of your campaign, and commenced, you will need to review and analyse results to create interpretable forms and charts to represent current position, trends and forecasts.

Primed with regular high-quality analysis of results, and a large enough demographic, there is no reason that the campaign cannot be amended and altered to improve performance and results. This is really one of the greatest keys to a successful campaign, *flexibility*. Without flexibility your campaign cannot grow, expand, and be refined or 'bettered'.

If it is your first experience or you've had experiences choosing telemarketing services before, it should be exciting. If it is not, then maybe you lack confidence, or have not done everything right before. The right results depend on confidence in your decision, making sure everything is right in the setup, regular analysis of data gathered and improving where you can see room and need to.

Take confidence in your decision and learn to make informed decisions from the results you gather.

Have all the best success in your next telemarketing campaign.