

The Power of Integrating Telemarketing with Electronic Marketing

Studies reveal dramatic increase of 25% to 75% in success rates

Studies conducted by leading IT telemarketing company, Tangerine Dream, have revealed dramatic increases of between 25% and 75% in the success of telemarketing campaigns when these are integrated with electronic marketing.

Tangerine Dream's founder and managing director, David Cook, believes the results are relatively easy to explain and wonders why more companies are not taking advantage of the tremendous benefits that integrated campaigns can bring.

He says: "Telemarketing on its own is a random, cold-calling process. However, results of email marketing can be tracked and fed in to a telemarketing campaign in near real-time. This allows calls to be targeted at recipients who have clicked through to a download sent with the email, which dramatically increases the chances of high-quality appointments being made."

There are other significant benefits that email marketing can bring to telemarketing. For instance, it generates a great deal of data on areas of particular interest to 'targets' as well as how they react to different marketing messages. This can then be used to provide valuable insight into likely behaviour and responses on an individual basis.

As David Cook explains, this is extremely useful for telemarketing purposes: "Using data from email marketing we can build a 'picture' of people we're targeting. This is invaluable for developing the one-to-one approach, which is why telemarketing is so effective at creating real sales opportunities."



While other forms of marketing rely heavily on the prospect taking action, telemarketing drives the sales process. Every contact made by a telemarketing call has to end with either a "yes" or a "no", so it is particularly important to have as much information as possible before a call is made. Uncovering the detailed needs and wants of the prospect can then be addressed in real-time, with questions and objections handled 'on the spot'.

David Cook likens telemarketers to infantry in a battle. He says: "Telemarketers are foot soldiers who have to do combat in the front line. Any general will tell you that intelligence is key to winning battles and it's just the same with telemarketing. The more we know at the start of a campaign the better, which is why the information that email marketing provides is so important."

David is keen to emphasise that the type and quality of email marketing is also important: "It's critical that the email marketing conducted is of a high quality and offers recipients real added value. The last thing people want is spam."

David's company has developed a strategic relationship with Portfolio Communications, which offers a specialist service in what it calls

'ePR'. ePR is different from emarketing in that its prime objective is not *only* to elicit response but *also* to provide a highly targeted and measurable means of creating a positive environment among audiences, which telemarketing is ideal for exploiting. Critical to achieving this is the use of high-level content. PR material is ideal for this and hence the name 'ePR'. The quality of information also means that ePR is effective at targeting high-level individuals, such as senior managers who are notoriously difficult to reach through traditional direct marketing methods.

There are two key elements to ePR, 'delivery' and 'fulfilment'. Based on tests and experience Portfolio has determined that the best form of delivery is a normal email designed specifically to be as far removed from spam as possible. ePR deliveries are designed to be unobtrusive, which is one reason why the ePR approach works so well. The other is the quality of 'fulfilment pieces', which must add real value to the recipient.

David Cook concludes: "There's no doubt that companies which adopt integrated telemarketing and email marketing in the form of ePR will gain a significant advantage over their competitors; and the real beauty is that everything can be measured in great detail, allowing true ROI to be determined."

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