

the
BROADER ROLE
of **TELEMARKETING**

Don't miss a **Golden Egg opportunity** to turn your telemarketing campaigns into *NEW* profit centers.



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INTRODUCTION

The publishing industry has long relied on telemarketing service providers to manage qualification campaigns for a solid and fresh database. Today, the role of telemarketing is expanding, inviting publishers to enhance their brand, generate timely leads and turn the telemarketing initiative into a profit center. The key is to integrate the telemarketing approach throughout the organization to support multiple divisions.

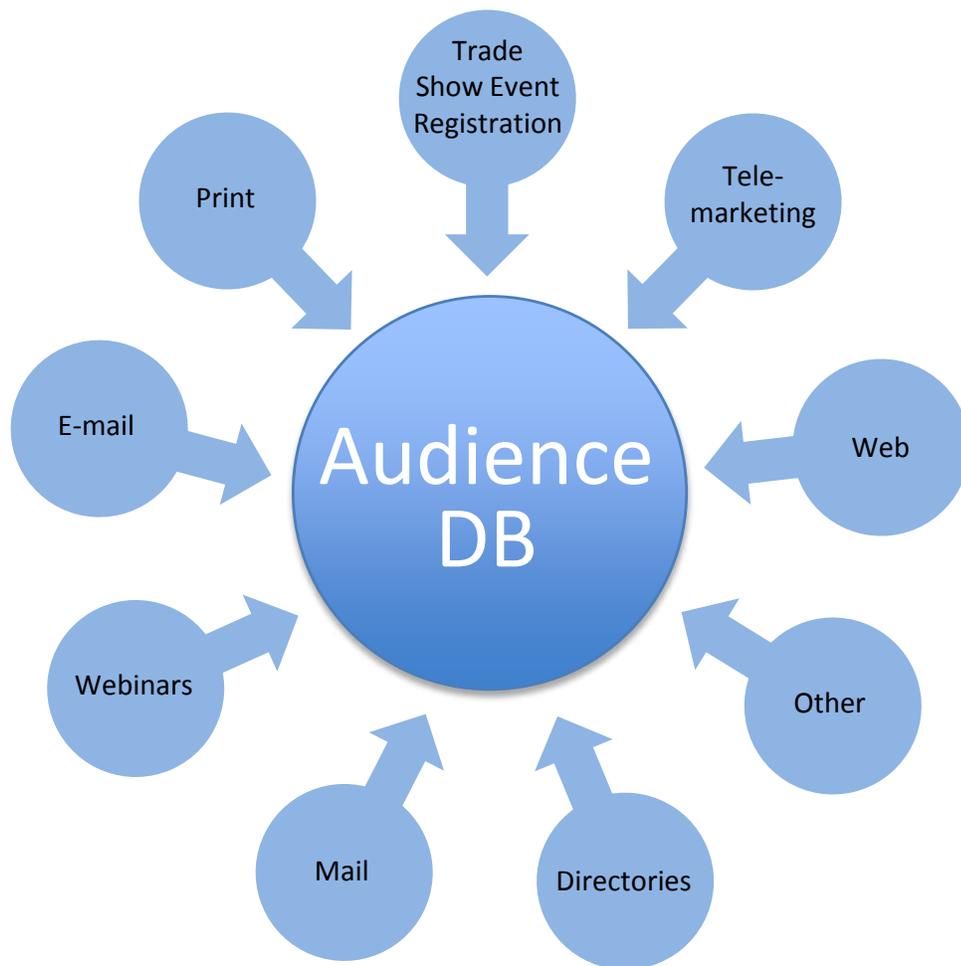
Sales reps competing in intense markets today must have access to the necessary data and tools to identify opportunities, drive lead generation and close sales. Forward-thinking organizations leverage Customer Relationship Management (CRM) systems to capture information and create a powerful database to ensure advertisers enjoy a better experience and can focus on a more targeted audience. This centralized database can capture behaviors and actions across multiple platforms, events and other communication channels to create a snapshot of best target opportunities to generate the most qualified leads.

It is critical that important interests and behavior signals are captured, but automated systems often miss specific cues. To maximize the productivity of the sales team and offer the critical access to the most actionable business opportunities, buying signals have to be identified. While signals can be captured online, this passive approach is still executed within a finite and limited environment. To truly understand the motives and intentions of the individual, human interaction is needed. For this human interaction, nothing has proven to be more effective than telemarketing as this is a proactive approach that seeks opportunities instead of waiting for them to appear.

This paper will explore the **Broader Role of Telemarketing**, examining the value telemarketing can deliver to a publisher and how it can serve as a profit center when integrated with other initiatives and launched correctly across all campaigns. It will examine the potential of the phone call, the power of the relationship and how all sales initiatives can be maximized through targeted calling with established subscribers.

THE ROLE OF THE PUBLISHER

Publishers are offering a growing number of products and services to their clients. Recently more and more publishers are offering new services and products that traditionally were offered by Advertising Agencies. We learn about new publisher acquisitions and hiring in the marketing space, specifically designed to generate new revenues from new services and products. The quality of all these products heavily depends upon the quality and accuracy of the Audience database. Often the results of campaigns publishers design for their clients are an important contributor to the ongoing enhancement of the publisher Audience database. And, the Return On Investment (ROI) of all campaigns, heavily depends on the quality of the target audience, the publisher Audience database.



Companies that choose to invest in marketing and advertising do so primarily to create new business from new clients, and retain existing clients and grow/expand these partnerships.

Publishers offer their clients a large list of products: Print Advertising, Custom Publications, Webinars, Seminars, Trade Shows, Live Events, Sponsorship opportunities, Web Advertising and Analytics, Micro Sites, e-mail marketing, directory listings, white papers, mail, Telemarketing and Surveys, just to name a few.

The percent of companies making investments in their marketing budgets for brand awareness/development, lead generation, or education is constantly changing. One thing is fairly constant: most companies invest in marketing to support their sales team need for quality leads, in an effort to grow their business.

What % of investment goes toward each activity?



THE POWER OF HUMAN INTERACTION IN LEAD GENERATION ENVIRONMENT

One of the most valuable assets for a publisher is the audience database. Most marketers consider publishers to be the “audience experts”, driving publishers to enhance their brand by investing in maintaining comprehensive and accurate circulations. There is a great deal of valuable information to be captured about each company, and about each person beyond the subscriber’s contact information and simple demographics (i.e. job function, and industry type).

Telemarketing is designed to capture this information with optimal human interaction. Publishers have specific goals set before the telemarketing campaign is ever launched. A set number of subscribers must be identified, the script must help to generate leads and the brand must be protected through BPA-compliant telemarketing processes.

As important as these steps are in the telemarketing process, the single phone call can accomplish so much more:

1. **Validate and enhance the record information** – is all information captured is the record accurate? Is there an opportunity to capture even more to extend the value of the record?
2. **Identify others involved** – the primary point of contact may not be the final decision-maker in the purchasing process. One strategic question in the telemarketing call can identify if others have to be consulted before a move can be made.
3. **Identify level of involvement and interest of the “label person”** – the individual listed in the record may have no interest in acting as an advocate for your brand or your advertiser’s brand. Capturing this level of interest right away will ensure your time is spent on those who are likely to move to the next step.
4. **Identify the time frame for purchase decision** – sales projections are based on estimates provided by the sales department. If the information used to create these projections is not captured from the customer, they are merely guesses based on useless information.

5. **Identify the decision making process** – a sales department can more easily identify next steps in the sales process if they understand how the buyer will make their decision.
6. **Budget availability** – demonstrating an interest in your product means nothing if the customer does not have the budget to act. Asking the right question in the telemarketing call will identify a budget opportunity or liability.
7. **Competitors** – knowledge of other companies vying for your current or potential customers is essential to having the upper hand in any sales negotiation. Asking the right questions in a personalized phone call will identify the key players in any big sale.
8. **Next actions** – the sales team may have speculated what next actions should be, without confirming it with the current or potential clients. The agent making the telemarketing call can identify next actions (such as call to follow-up, send information only or even schedule an appointment) and get that information to the sales team in real time.
9. **Permission to follow-up** – inputting a next-step into the sales process means nothing if it isn't welcomed by the customer or prospect. Securing permission to follow-up in a set timeframe is a key step in the buying process. The agent can even schedule phone or face-to-face appointments.

NOTE – It is not recommended to incorporate questions to capture everything listed in one call. This list offers a broad range of information than can and should be captured using Telemarketing services. Most of this information can be captured during the initial call and as part of your ReQual or New Name campaigns. At times it may be strongly recommended that you consider setting a lead generation (or survey) only projects.



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TELEMARKETING COMBINED WITH REQUAL AND/OR NEW NAME CAMPAIGN

A significant opportunity exists when a company can effectively expand the telemarketing script and combine campaigns. The sales department that is fully integrated with the circulation department ensures that efforts do not have to be duplicated. Telemarketing activities that are already underway can serve as the **golden opportunity** for lead generation to benefit every sales line within a company. Telemarketing is the new profit center and should be expected from every telemarketing vendor.

An integrated approach to telemarketing and ReQual or New Name campaigns can deliver significant benefits to any publisher:

1. **Generate Leads** – adding a personalized touch to the script provided to the telemarketing company is the perfect opportunity to identify those qualified individuals interested in other product lines the organization offers.
2. **Schedule appointments** – an interested party on the phone with a telemarketer may be ready to take the next step. When the telemarketing agent is equipped with the capability to set an appointment for the advertiser's sales team, a time-consuming step has been eliminated and the sales team can move closer to the close.
3. **Support and/or invite prospects to tradeshow, seminars or webinars** – a publisher offering a tradeshow, webinar or seminar can easily extend an invitation to a current or prospective customer already interacting with the telemarketing agent. The Agency can send a follow-up e-mail or a reminder as well.
4. **Build and enhance the database** – one of the biggest assets the publisher claims is their Audience Database. Without clean and current data, the value of the database is diminished, and so is the brand. The telemarketing team is equipped to build out the value of your information. In fact, a recent B2BOnline report showed an increasing number of publishers (Media companies) are acquiring advertising agencies and/or hiring experts to expand their media companies to capitalize on their knowledge and reach of the audience.
5. **Offer information and education** – a telemarketing agent representing your brand to a current customer is able to immediately establish a relationship with the individual. This relationship provides the perfect platform on which to offer additional information and educate the individual regarding the latest products and enhancements.
6. **Up-sell or cross-sell other products or services** – information captured by the telemarketing agent during the call can be used to identify specific products and/or services that match the needs of the individual.
7. **New product/service announcements** – the telemarketing team can be the first line of promotion when new products or services are available, offering current and prospective telemarketing list participants the first opportunity to take action.

LEVERAGE THE OPPORTUNITY WITH BLUE VALLEY TELEMARKETING

Blue Valley Telemarketing is a firm focused on driving telemarketing beyond simple qualification processes to incorporate the practice into every element of the organization so as to leverage opportunities, drive revenue and grow the customer base.

The telemarketing efforts can also be used to launch a survey, run a competitive analysis, identify interests, locate specific market trends and measure brand awareness.

A targeted campaign can also follow-up with webinar and tradeshow attendees to qualify these individuals as potential clients.

When an organization can clearly define their goals with their telemarketing campaign, these activities can take place all year long to drive the most value for the organization. The cost of the telemarketing campaign pays for itself as they become new profit centers, generating high margin opportunities for publishers throughout the industry.

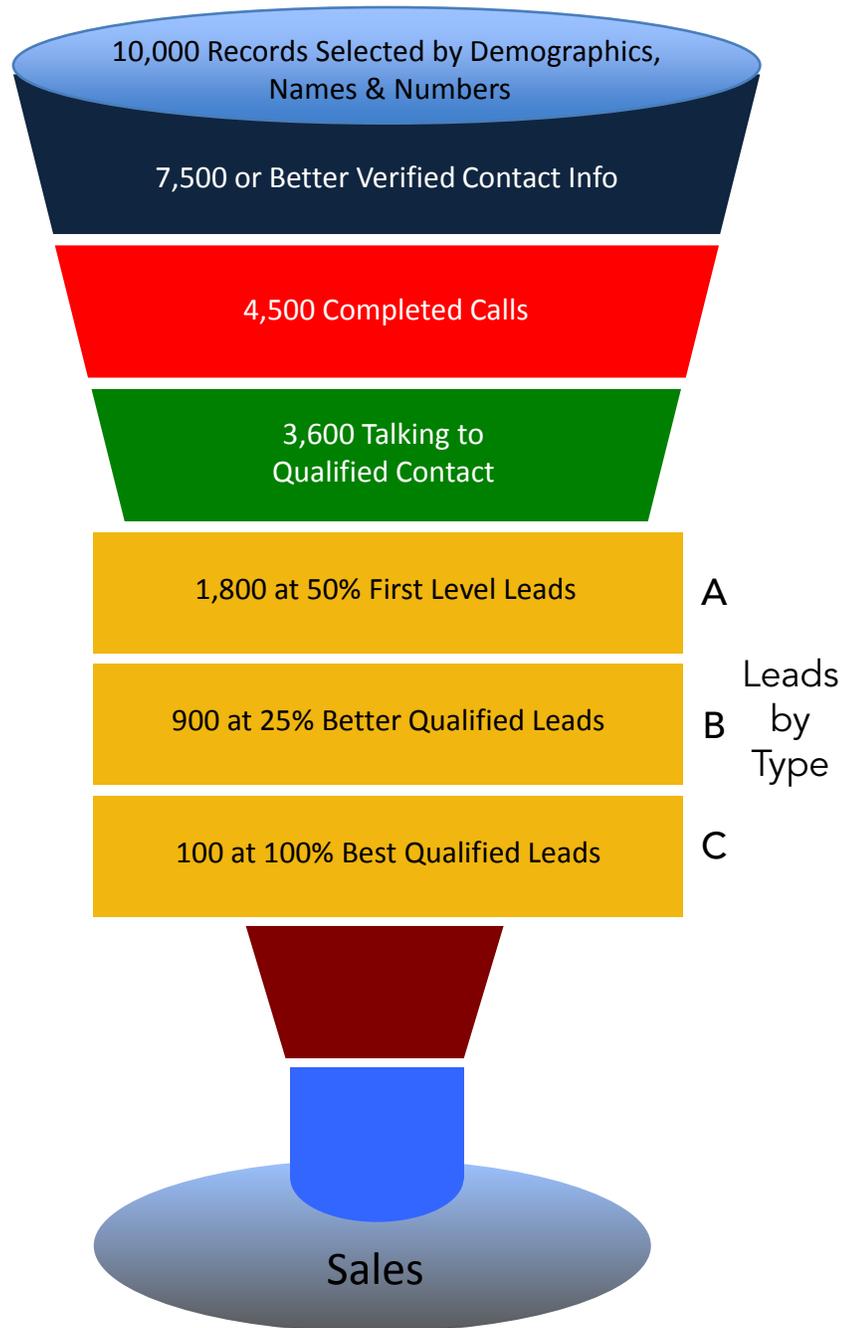
The integrated approach Blue Valley can achieve to drive lead generation through telemarketing efforts is the optimal opportunity created through the broader role of telemarketing. By reaching out to current and prospective clients in a personal and unique interaction, telemarketing campaigns are the perfect opportunity to provide information regarding additional offers, capture information for business intelligence purposes and extend out additional marketing services to the client base. In leveraging telemarketing to extend value to the client base, sales are generated and loyalty is assured.



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The numbers below represent past projects managed by Blue Valley. They may not reflect your specific project needs and results.

VALUE OF LEADS



Telemarketing can drive measurable results for publishers. If you're ready to leverage telemarketing throughout your organization, Blue Valley Telemarketing can support your efforts to look for new revenues, support marketing services, and expand your offerings to create new profit centers. Contact Blue Valley Telemarketing to learn more.