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Social Media Marketing Vs. Telemarketing

by Jayden Chu

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Social media is still a relatively young marketing tool whose full capabilities are still in the process of being discovered. SingaporeÂ business to businessÂ company owners often shy away from social media use inÂ b2b lead generation, mainly because of the difficulty of measuring its ROI. But while some business managers are having problems with measuring ROI forÂ Singapore business sales leadsÂ generated through social media marketing, others are arguing that the real difficulty lies in the lack of a standardized metric system on which to measure the success or failure of a social media lead generation campaign.

Because of this, there are Singapore companies who instead prefer to useÂ telemarketing servicesÂ to findÂ business leads. The direct approach of aÂ telemarketing call centerÂ to connect withÂ business leadsÂ in aÂ calling listÂ offers immediate results, compared to online marketing channels such as social media marketing or even the more tested email marketing. The metrics ofÂ telemarketingÂ are much more matter-of-fact,Â professional telemarketersÂ immediately know if their is a chance of ROI when a business lead agrees to listen, and the percentage increases once the business lead approves of an appointment. In contrast to using social media marketing forÂ lead generation, aÂ salesÂ agent may be successfully engagingÂ business leadsÂ through discussions online, but most of the time theseÂ business leadsÂ simply wish to make their point known, and would immediately shy away at the faintest hint of aÂ salesÂ effort. Though the chance to convert theseÂ business leadsÂ is not necessarily lost in the initial pitch, the conversion process using only social media usually takes a long time to complete.

Which then should be the best marketing channel to use forÂ business lead generation? ThoughÂ telemarketing servicesÂ appear to be more beneficial, the best strategy should be a complement of the two. Use online content marketing strategies to attractÂ business leadsÂ and introduce yourself in the initial phase; once you have acquired information for yourÂ telemarketing list, use a more direct approach such asÂ telemarketingÂ to take advantage of theÂ hot leads; the rest should be contacted again through email marketing or a social media update, usingÂ data verification servicesÂ to ensure that the contact information remain up to date; once they becomeÂ salesÂ ready, use aÂ direct marketingÂ approach once again. TheÂ salesÂ process should be repeated as such, and the metric should always be the amount ofÂ business sales leadsÂ converted.

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Jayden Chu - About Author:
Jayden Chu helps companies in Singapore and in other Asia Pacific countries increase their business revenue through lead generation and appointment setting services. He is a professional consultant for telemarketing services. To find out how you can increase your business revenue, go to http://www.callbox.com.sg/

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