Turn Live Events into a Telemarketing Asset by Jayden Chu

Article published on April 16th 2012 | Marketing

Nothing beats personal, as what many marketing gurus will say. More popularly termed as â€˜experiential marketingâ€™, the use of live events has been proven to be very effective in increasing the number of people willing to buy a certain product or service. In a country such as Singapore, it can create numerous possibilities. Now, the challenge here is how to put that into the perspective ofÂ telemarketing services. We all know that telemarketing is one of the most effective direct promotions medium. The problem here is how to convince prospects that telemarketers are responsible enough to do the job. Given the past history of this medium, the fear is pretty much substantiated.

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But what are the things that live events can contribute to telemarketing firms? Kim Gordon from Entrepreneur.com provides some ideas.

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The first thing one should take note of is that a live event can help increase brand recognition. One of the biggest challenges of telemarketing firms is to make their brand well-known. This can be troubling if your firm is new in the market. Try organizing an open-house, or maybe a live video feed. This can be shown to attendees, letting them witness first-hand how your business works.

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Another benefit is in getting a low-cost method of introducing a new product or service. Organizing a live event and inviting prospects to try your service can be a good venue for your company. While the realities of an actual telemarketing campaign may not be available for attendees, you can arrange a presentation for them where you can compel your viewers, particularly your prospects to actively consider using your latest offer. It would be great if you can encourage previous and current satisfied clients to sing up.

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Another benefit that can be gleaned is in establishing a close connection between your prospects and your products. Yes, there is a huge difference between advertising your company through print, television, and radio. When you get investors to look at your offerings personally, and if this is pulled off properly, then this can help your prospects establish a closer relationship with your products. What is important is that you give them a glimpse of what your company is capable of delivering.

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Another benefit is that such an event will encourage customers to try the services being offered. Putting it into a telemarketing perspective, this means providing prospects with an avenue where they can discuss with telemarketing firms how this service can help them. Since a close relationship has already been established, it will be to your advantage. Â Personal dialogues like these can be a great way to increase your companyâ€™s visibility. You prospects will appreciate the fact that they are talking to a real representative of your company.

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Last, but certainly not the least, live events can generate the needed buzz for your business. This is one of the most important goals in businesses. Buzz generates a reaction, a reaction generates discussion, and a discussion can create a promotion. As long as it is properly executed, this can increase the visibility of yourÂ telemarketing company.

Article Source:
http://www.articleside.com/marketing-articles/turn-live-events-into-a-telemarketing-asset.htm - Article Side

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Article Keywords:
telemarketing, telemarketers, telemarketing firms, telemarketing services

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