



YourTelemarketing

Case Study

Overview

Your Telemarketing were contacted by an IT support business, having been found in a web search. A small business, with technical expertise, this IT Support business needed support with their marketing to help them build their client base to expand their business. When choosing a telemarketing partner for their as a lead generation strategy, it was important to them that the company representing them was professional and enhanced their reputation.

Our Solution

Your Telemarketing held an initial consultation to understand their current marketing activities, their current clients and their ideal target market. We helped them source a suitable database and provided strategic advice around a telemarketing approach. In addition, we introduced them to a business coach who specialises in small businesses, and to a local networking group. We advised on the importance of having an integrated marketing strategy with several activities.

Results

Your Telemarketing deliver 4 days telemarketing per month, alongside a monthly email campaign. We prioritise the results from the email campaign – opens and clicks, and then move onto the remaining data. We have developed a database of prospects who currently have an IT support contract in place, noting contract renewal dates, and booking a call back date. Additionally we have booked appointments for our client with businesses who do not currently have a support contract in place.



YourTelemarketing

This customer considers Your Telemarketing a valuable part of their overall marketing strategy. Furthermore, they have grown their business to include 2 apprentices and have been selected as one of the regions Future50 businesses.

Key Benefits

- *Experienced sales team*
- *Adaptable activity*
- *Re-engage with clients*
- *Focus on your core activity*
- *We maintain your brand*
- *Have a larger team*
- *Increase your client base*
- *Flexible to meet your needs*

Testimonial

We are absolutely delighted with the work that the team at our Telemarketing have been doing for us. Every appointment we have attended, it has been clear a rapport which has helped us greatly in closing the sale. We get a lot more than just telemarketing as well, with fantastic advice, good data and an effective call guide. We also get regular feedback and reporting on how the campaign is going.