



# Telemarketing Vital in New Media Age

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PR9.NET May 21, 2007 - Worcestershire, England. International marketing specialist Fintan UK highlights the importance of telemarketing as part of an integrated marketing campaign.

International marketing specialist Fintan UK highlights the importance of telemarketing as part of an integrated marketing campaign. The rise in popularity of new media as a method of attracting new customers or retaining existing customers over the last few years has led many industry professionals predict the demise of telemarketing as an effective marketing tool. The advent of email marketing and sophisticated online sales tools coupled with the introduction of the Telephone Preference Service (TPS) have done little to effect the impact that telemarketing can have.

Lee Ingram, Managing Director of Fintan UK is keen to explain why telemarketing should still be included in any marketing budget:

"Email marketing and telemarketing are both very effective methods of increasing a company's brand recognition and bottom line sales. The reason being they both use the same principles of a highly personal approach, encouragement of customer interaction and immediate response mechanisms. Therefore it makes complete sense to use these two methods in conjunction with one another to maximize business sales."

Response rates for traditional print based direct mail have long been recognized as being improved by an integrated marketing approach, specifically by complementing the campaign with a telemarketing call. The same improvements can be seen when email marketing is used in conjunction with a telephone call.

Addressing the concerns that many businesses have about the volume of businesses opting onto the Telephone Preference Service, Lee Ingram said:

"TPS registrations are very similar to email spam lists, the service has been created to protect businesses from unsolicited communication. As long as companies ensure that they are contacting customers using the three Rs, relationship, relevance and respect, telemarketing still has a very definite place in creating and maintaining customer interaction."

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## **About Fintan UK**

Fintan UK creates, manages and delivers consistently successful telemarketing and business development programmes nationally and internationally. Working extensively across the UK, we service complex industries and organisations of all sizes, from SMBs to major corporations.

Established by leading outbound business-to-business telemarketing and call centre specialists, Fintan UK is dedicated to making your marketing and business-development strategy flourish.

## **About Burgeon Marketing**

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