



Can Telemarketing Help Your Social Media Marketing?

Marketing is a constantly changing area of business .



A marketing strategy that is successful one month may not work the next whilst a method of lead generation that is out of fashion one day may become the latest aid needed for your next marketing campaign.

Companies and marketers are currently promoting social media as the way to generate sales leads and engage with customers.

But is an email or a message on one of the various social media sites enough?

Does this method of communication replace the more personal marketing approach?

Social media is a marketing tool that uses networks such as Twitter, Facebook and Pinterest. Their aim is to increase your company's online presence and to encourage more customers to engage with you. It is a very effective way to increase awareness of your business but that is all that it does. In many cases it still takes a personal approach such as a telephone call to convert this awareness to a qualified lead.

For your social media marketing to be more effective it is best to view it as part of your marketing mix and use other marketing tools to assist it.

Though viewed as old fashioned by some, it seems like the best methods are those that get directly in touch with your prospective customers.

Telemarketing may be considered as a negative means of engaging prospects to buy your services but when used with social media you see better results in terms of appointment setting.



In order for your marketing strategy to be effective you need to combine all your marketing tools. Social media, telemarketing and media advertising all work better when combined, relying on only one media limits your chances of a successful response to your campaign. Whether you conduct your marketing campaign

in-house or outsource to a marketing company, combining your strategies will give you the right results.

People buy from people and it always pays to come across as being pleasant and approachable.



Would you like to save time? Outsource Your Telemarketing.

MDS Tele-Services can help with:

- Order and Enquiry Generation
- Appointment Making
- Market Research
- Database Cleansing
- Customer Relationship Building

We aim to work in partnership with our clients by offering cost effective, flexible marketing packages to suit all budgets.

Contact us to find out how we can help you fight for your corner of the market.

Call us on 01636707445

