



From communications devices to internet connectivity, the telecommunications industry plays a vital role for both the modern-day consumer and the modern-day business owner. In the area of B2B in which there is a constant need to bridge gaps and move forward, the choice of a telecom product or service is critical towards success. When it comes to finding telecom solutions, businesses know fairly well that they need only the best that the sector has to offer.

As far as [spending for telecom solutions](#) is concerned, the industry will most likely reach \$1.427 billion by the end of 2018, according to Statista. This only proves that companies still look towards the telecom as a vital resource for streamlining their internal operations on top improving audience outreach initiatives. In fact, trends such as big data and the demands for faster internet speeds are compelling telecom companies to work towards satisfying these demands and, more importantly, promoting them to the right audiences.

In response to an increasing demand for more efficient offerings from their industry, telecom companies will have to come up with better methods that will allow them to generate as many opportunities as possible. For this reason, B2B lead generation provides a telecom company a way to widen its reach, engage prospects, and boost its bottom line.

Related: [The 10 types of Marketing Strategies for the Telecom Industry](#)

But aside from using digital platforms to carry their messages, telecom companies can also make use of traditional methods to increase the number of leads entering their sales pipelines. One thing's for sure, telemarketing remains to be a highly effective means of

generating high-quality B2B leads, and it should be included in any marketing strategy in the telecom arena.

Related: [Little Known Ways to Hassle-Free Telecom Lead Generation in Australia](#)

## Getting the gist of telemarketing



For an industry that emphasizes the use of technology in building networks and strengthening relationships, telecom is all about making things easier, simpler, faster and more productive through communication. It makes sense then for new and veteran players to improve the way they communicate with their audience.

Digital marketing using social media, landing pages, and blogs, provides a logical step towards maintaining stronger ties with your clients. But like any piece of technology, these modern tools have their limitations and they don't promise results that are any better than when you're using traditional means. Among the most important of these "cons" according to [marketing podcaster Brandon Gaille](#), using social media demands a lot of resources and the fact that ROI in digital marketing is difficult to gauge are being confronted by both startups and major telecom brands. On top of that, points out that digital marketing strategies are easily copied and that there is a need to exercise caution in targeting your audience as first impressions are critical to your success.

Still, digital marketing has its perks, but to further drive success, you must need to make use of other channels as well.

In the case of B2B telemarketing, companies are assured of getting the right amount of leads to fill their sales pipelines.

It does this by being allowing companies to directly engage prospects. Talking on the phone

with someone who needs to purchase a large-scale VOIP product allows you to respond immediately to questions and other concerns. This directness makes telemarketing an important option for companies that need to give prospects the things they wanted to hear and to provide the bigger picture about their offers in ways that are restricted in digital marketing. Aside from this very basic benefit, telemarketing can also increase the competitiveness of a telecom company by being able to deliver intended results faster.

Related: [A Visual Guide to Telemarketing Performance Metrics \[INFOGRAPHIC\]](#)

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## Maximizing potential



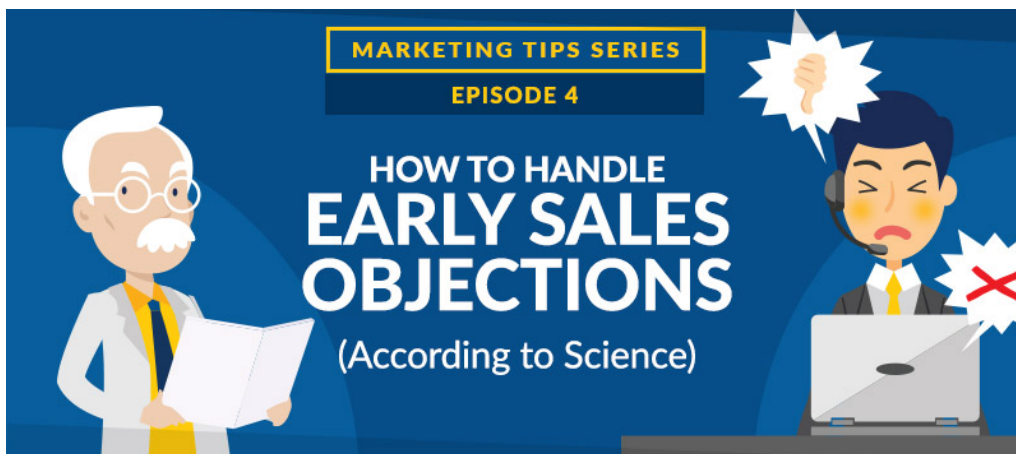
Quality products and services have always been the driving force of success for telecom companies. Still, being able to come up with a strategy that integrates outbound calls is crucial in achieving long-term goals.

In order to make your outbound campaign more efficient and productive, you will only need to build the right infrastructure, train the right individuals, and craft the [right messages](#). You will be able to achieve these by simply making the necessary investments in talent and tools that will seamlessly help you accomplish your goals.

You realize by now that “old school” marketing is still as relevant as ever, and it’s time for you to show some love for telemarketing and the benefits it puts on the table.

Related: [Lessons from Australia’s Top Tech Firms](#)

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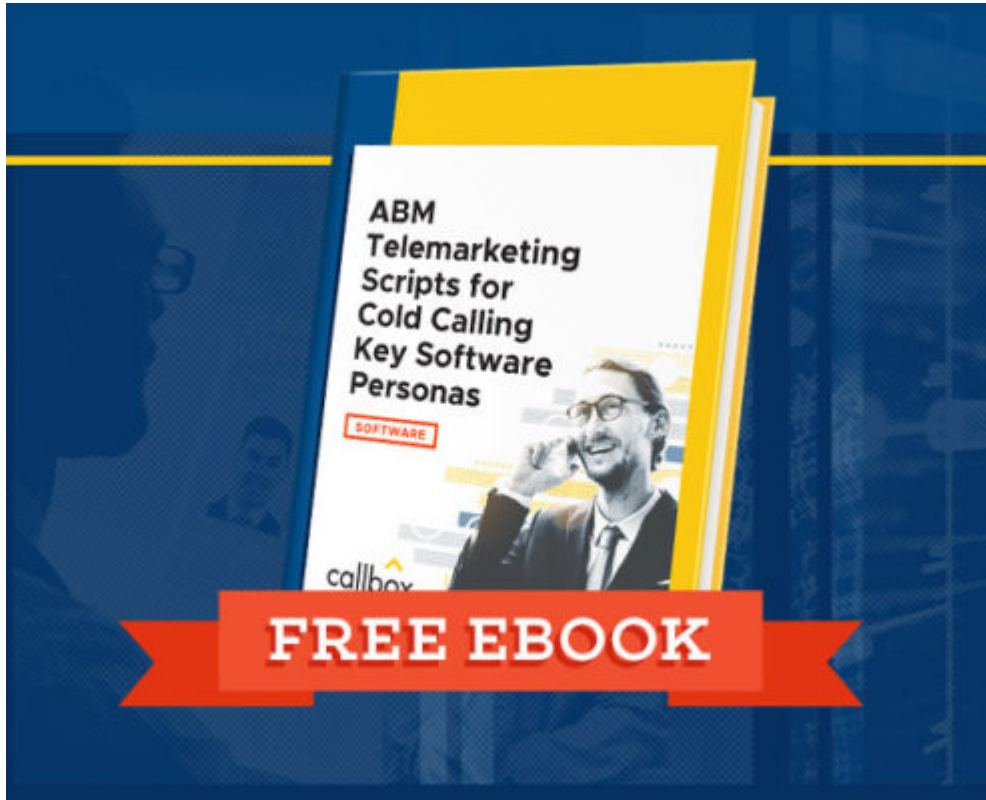
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