



Circulation Management & Audience Development

Telemarketing

This source is still viable for paid renewals, requalifications and new business. Even though it is more expensive than email, results are also better in many cases. If you use telemarketing as part of your program, here are a few guidelines for achieving your objectives:

- Chose a supplier based on reputation. We all know the good companies. Ask your publishing colleagues for referrals. We are all in this business together, nobody really wants to see competitors fail.
- Use a company that specializes in the area into which your work falls – paid or controlled circulation. Companies specialize.
- Make sure the telemarketing firm has a knowledge of and track record in adhering to audit bureau regulations.
- Have your audit bureau approve the telemarketing script. This is important. Usually the telemarketing firm can submit and get approval but you need a copy of that approval for your records.
- Be sure the firm you choose is up-to-date with the latest FTC regulations regarding telemarketing.
- Understand the reports you'll receive. Reports vary widely from company to company. If you don't see what you want, ask for it.
- Give the company you choose a budget for number of orders needed as well as a dollar amount of the budget that cannot be exceeded without your permission.
- Reserve time early. During peak periods, calling time is limited. Don't get locked out.
- Get everything in writing before the job starts.
- If a telemarketing company does not quote an actual price, treat their offer with caution.
- Test telemarketing companies against each other, results may vary.
- Involve your fulfillment company in the process from the outset, it will make processing the orders that much easier.

About Tyson Associates, Inc.

This 28 year old firm offers full service circulation outsource management, project consulting, fulfillment consulting and creative work to paid and controlled circulation magazine publishers.