

Hybrid Marketing 101:

Why You Should Be Using It In Your 2022 Lead Generation Campaigns



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Among these trends is Hybrid Marketing, fast becoming the latest buzzword—and for a good reason.

Industry experts predict hybrid marketing will be at the forefront of 2022 lead generation strategies, with more marketers looking to implement hybrid campaigns to meet their goals.

But what exactly is a hybrid strategy? And why should you care?



A hybrid campaign merges email and digital marketing with Telemarketing—an approach that brings together the best of all three worlds.

While pure email marketing is a powerful tool, many leads generated through this channel only give you half the story.

By combining an email campaign with Telemarketing, hybrid marketing gives companies access to data that can fill in gaps and provide them with more comprehensive information about their prospects at every stage of the buying cycle.

A strategy of this kind would need to be planned with a clear understanding of all approaches and a keen eye for what will work best for your brand.

The hybrid opportunity lies in the cross-channel engagement of prospects, customers and leads.

How to run a successful Hybrid campaign

To run a successful Hybrid Campaign, you must first know precisely what you're searching for.

- Are you aiming for higher-quality leads?
- Are you looking for prospects who are currently looking at a particular technology?
- Are you looking for leads who are within a specific purchase timeframe?
- Do you want a quicker turnaround time between the lead being generated and followed up?

A few more considerations would be:

- What are the critical elements of your plan?
- What sets it apart from other similar plans, and how will you measure its success?

Once you've figured that out, figure out the path and platforms that are most likely to connect with your target audience and assist you in achieving your objectives.

Answering these questions, being clear about the set objectives, and aligning all teams with the common goal, you should be able to set your hybrid strategy in motion.

Now is the time to build a complete picture of each lead, gauging their interest level, filling in the gaps in your knowledge of their journey, and creating a continued dialogue between you and your prospects. You can achieve this through a well-designed two-step approach:

The first step is to lay the groundwork with a well-designed email campaign. This needs to have a strong message and high-quality content.

The next step is to market directly to these leads to nurture that interest into a confirmed pipeline. The best way to do this is to engage directly with the contact via Telemarketing.

By getting your hybrid campaign off on the right foot, you'll be able to give your leads the attention they deserve and will benefit from a more in-depth understanding of their needs.

Intent data at the heart of hybrid marketing



One of hybrid marketing's most significant benefits is that it allows leveraging a bigger pool of intent data because of its inherent ability to combine different sources of information.

Hybrid marketing gives you a clear, consolidated view of your prospects, which helps identify their interest levels, the challenges they're facing, and their overall goals.

With hybrid marketing, you'll be able to identify intent signals earlier in the journey and have access to complete profiles of your prospects, creating a more holistic picture of their journey and what they're looking for at every stage.

Digital Lead Generation + Telemarketing is a powerful combination



Hybrid marketing is a powerful combination of two channels that are effective separately and particularly potent when combined.

And more importantly, they cancel each other's disadvantages and amplify each other's strengths. For example, Digital Lead Gen can reach significantly more people than Telemarketing, thereby widening the net and increasing chances of converting more prospects.

Telemarketing can target a narrow, well-defined audience and obtain deeper insights faster than Digital Lead Gen, making hybrid marketing an ideal combination for companies looking to optimize their lead generation efforts.



Digital Lead Gen

Advantages

- Contact proactively opts-in to receive content
- Scalable and Autonomous – High volumes can be sent out, increasing awareness, and negating the need for high staff volumes and office space.
- T&Cs and Privacy Policy easily visible and opted in

Disadvantages

- Re-active strategy – no way of guaranteeing set number of leads per mail out
- Recipient less likely to answer profilers and questions
- Answers tend to be less reliable

Tele-marketing

Advantages

- Proactive strategy – able to control volume of activity to hit targets
- Key questions and profilers more likely to be answered
- Tele-marketers can build a strong relationship with your leads – by giving your brand a voice, you are better placed to represent your brand

Disadvantages

- Steep learning curve to gain metrics on conversions
- No physical piece of paper with an opt-in
- Team of people required to undertake the work

Why should you consider the Hybrid Marketing strategy?

Hybrid Marketing is the new way to approach your lead generation activities.

The hybrid option allows you to combine two highly targeted personalised communication channels with prospects on their path to purchase. It lets you speak directly with decision-makers and influencers at scale without breaking budgets or stretching resources thin.

And most importantly, hybrid marketing allows you to take full advantage of the new consumer behaviour, which is all about taking personalised, targeted communication into your own hands.

What's more, your hybrid strategy should be part of a bigger plan that incorporates critical elements like an integrated approach and cross-channel cohesiveness.

Plus, the last few years have changed the world and how we do business.

The move to more people working from home has changed the way people consume information and their preferred method of contact.

Those that typically ignore marketing emails have found more time to spend researching new companies and products. Those that haven't answered their direct lines in the busy office environment are now happy to take calls.



However, there is never a one-size-fits-all approach to this, and this is where a Hybrid solution can come into its own.

No Opportunities Missed + Better Quality Leads = An Innovative New Way of Marketing

So are you ready to begin?



To learn more about Hybrid Marketing and how it can transform your marketing strategy for 2022, visit us at [techknowledge](https://www.techknowledge.sg)

