

TELEMARKETING SERVICES INDUSTRY (NAICS 561422)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 561422: Telemarketing Services. This industry comprises establishments primarily engaged in providing telemarketing services on a contract or fee basis for others, such as: (1) promoting clients' products or services by telephone, (2) taking orders for clients by telephone, and (3) soliciting contributions or providing information for clients by telephone. These establishments never own the product or provide the services they are representing and generally can originate and/or receive calls for others.

Related Industries

- Direct Mail Services
- Advertising Agencies
- Public Relations Agencies
- Market Research & Polling Services

U.S. Census Categories

NAICS 561422 – Telemarketing Services is almost comparable to:
13% of SIC 7389 – Telemarketing Services

Sub-Industries

Telemarketing Services