

Alpha Gamma Solutions Responds to Study Suggesting Small Businesses are Worried About their Marketing Performance

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Research has suggested that a quarter of the UK's small businesses are struggling to market effectively. [Alpha Gamma Solutions](#) look at the findings of the research and suggest how outsourcing the marketing processes could bring a well needed boost to many small businesses.

A recent study has found that a quarter of small businesses across the UK are unsure of how to market their products and services effectively. The study conducted by Catalogues 4 Business surveyed over 300 UK organisations from a diverse selection of [industries](#) and found that many small businesses feel that they are seriously under-equipped to market their business. A third of SMEs claimed that the biggest barrier to success was the difficulty in making an impact through marketing, which was having a detrimental effect on their overall growth and development.

Sales and marketing firm Alpha Gamma Solutions believe it's now more important than ever for small businesses to market their products and services effectively. Many entrepreneurs are currently taking advantage of the stabilising economy and setting up their own businesses. Meaning that the market is becoming saturated with a large number of similar businesses offering customers almost identical services. With so much competition out there, Alpha Gamma Solutions believe it's vital for small businesses to invest more in marketing and actively seek out new and innovative marketing solutions to ensure they are constantly attracting new customers and creating a strong individual brand identity.

After learning of the results of the study, Leicester based Alpha Gamma Solutions believe that the majority of small businesses across the UK could benefit greatly by outsourcing their sales and marketing processes. Outsourcing could help small businesses by not only providing much needed industry expertise, it could also free up internal resources for small businesses, allowing them to refocus their attention to other areas of the business, such as their future growth plans and product development.

Alpha Gamma Solutions is an outsourced sales and marketing firm that specialises in direct marketing approaches. With the study finding that a third of UK small businesses are struggling to make an impact through their marketing, Alpha Gamma Solutions believes that direct marketing could have a significant, positive impact on many small businesses and their customers. Through face to face customer interactions, Alpha Gamma Solutions help their clients to engage with their customers, which helps them to personalise the customer experience and increase customer loyalty. By incorporating direct marketing solutions into their marketing approaches, small businesses would be able to make a strong and positive impression on their customers by building connections with them and taking the time to understand their individual needs. Alpha Gamma Solutions are certain that by meeting with customers directly, small businesses could dramatically boost their customer acquisition and retention rates, and develop a widespread positive brand reputation.

Alpha Gamma Solutions is an outsourced sales and direct marketing firm. The firm work with both small and large organisations, all looking to boost their customer capabilities and further their brand awareness. Through their unique approach, Alpha Gamma Solutions help their clients to connect with customers on a deeper level, allowing customers to interact with as product and brand before making a purchase decision.

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