AtlasCorp Conduct Road Trip Bonanza

Thursday 16 March, 2017

Sales and marketing firm AtlasCorp believes heavily in the benefits of travel for improving business skills. Last week the firm embarked on an exciting road trip bonanza to invoke these skills.

About AtlasCorp: http://www.atlascorp.co.uk/about-us/

As part of the firm's epic road trip Bonanza, AtlasCorp has visited cities such as Mansfield and Nottingham. The Sheffield-based firm is keen to explore new business avenues by conducting market research in new locations and therefore organised an exciting road trip bonanza for their contractors. The first two stops on this trip were Mansfield and Nottingham and AtlasCorp is currently planning further trips around the UK.

Mansfield is a market town in Nottinghamshire and has a population of 99,600 residents. With a booming economy and strong transport links, AtlasCorp confidently selected this area as one of their places to visit and conduct market research. The firm works on behalf of their clients' brands to conduct market research into the best place to connect with ideal consumers as well as directly connecting with those customers in order to turn them into loyal brand ambassadors. Therefore, a strong economy and population are strong factors in AtlasCorp's decision to conduct research in an area.

AtlasCorp spent additional time in Nottingham, not only conducting extensive market research and connecting with ideal consumers but also connecting with fellow sales businesses in order to get the most out of the experience. The firm is keen to learn as well as pass their own knowledge onto others and therefore networking with other direct marketing businesses is a fun way to enhance their skills.

AtlasCorp believes that travel is incredibly important for people to master new skills, especially for businesses who have to constantly evolve and adapt to new situations. The firm outlines how many habits can be developed through travel such as time management, networking, adapting to new scenarios and meeting people from all walks of life. For this reason, AtlasCorp is keen to offer as many travel opportunities to their firm as possible.

Based in Sheffield, AtlasCorp is an outsourced sales and marketing firm specialising in a personalised form of direct marketing. By offering face-to-face marketing tactics, the firm is able to drive long-lasting business relationships between their clients' brands and consumers. By evoking genuine relationships, AtlasCorp is able to deliver increased customer acquisition, brand loyalty and brand awareness to their clients.

AtlasCorp's road trip bonanza was kicked off in style with huge success in Mansfield and by forming great relationships in Nottingham. The firm has shared that they are set to continue their bonanza and will be revealing the locations to their contractors this week.

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