Avant Garde Ideals to Host Direct Marketing Seminar in Manchester

Friday 11 July, 2014

The head office of Manchester based sales and marketing firm Avant Garde Ideals played host to professionals from various industries, all looking for an insight into the direct marketing world in an educational seminar.

CEO Paul Weston hosted a short 45min seminar on Tuesday 8th July 2014, which was put together as an introduction to the world of off-line marketing and to promote the benefits of implementing direct marketing solutions.

This seminar is a must for marketing assistants, strategists, small business owners and freelancers responsible for direct marketing campaigns. In just 45 minutes, Avant Garde Ideals' claim attendees learnt how to ensure they are working smarter to achieve greater results for their clients. With many businesses struggling to engage correctly with their customers, it's more important than ever for small businesses to start off on the right foot and ensure they are reaching out to customers in an effective and personal way. Avant Garde Ideals hope that the seminar helped professionals understand the importance of going back to basics and promoting a face to face interactive approach within their own working practices.

The attendees listened to a range of topics including what direct marketers should measure, the importance of measuring market performance and how marketer can accurately measure the most meaningful metrics (sales). The seminar also provided the attendees with a simple yet helpful technique on how to cut through industry jargon, which is a must for young business owners and those who are fairly new to the industry.

Avant Garde Ideals is a Manchester-based sales and marketing firm who specialise in creating and executing direct marketing strategies for their clients. By providing clients with a highly skilled sales force, Avant Garde Ideals can help promote and sell their products or services through face to face honest communication. Avant Garde Ideals implement their direct marketing approach through event marketing in various retail environments. Avant Garde Ideals' sales force can reach out to potential customers whilst already in a buyers mind set which has been proven to increase sales for their clients. Avant Garde Ideals' direct marketing solutions are heavily customer centric, focusing on providing potential customers with a personalised and honest service through one on one communication. This approach has led to their clients seeing an improvement in their customer acquisition rates, as well and a boost in customer loyalty and better customer relationships.

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