Citipeak Promotions Ltd Reviews Criticisms of Marketing Industry

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Events marketing company, Citipeak Promotions review the common criticisms of online marketing and promotes direct marketing as an effective marketing strategy for UK companies in 2014.

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing is an essential part of attracting target customers to a specific product or service, with companies using various innovative or tried and tested techniques to stay ahead of competitors and make a place in the market.

Online marketing is one type of marketing technique that has received criticisms over the past few years. One criticism is the payment method as many users still don't trust in the electronic methods of paying and give up buying online because of this. Another major disadvantage is the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

Citipeak Promotions is an events marketing company that uses direct marketing techniques to attract a high volume of high quality customers for their clients. Citipeak Promotions are concerned about the negative associations with online marketing and encourage more UK companies to utilise the services provided by outsourced direct marketing companies because of the many benefits gained.

Citipeak Promotions encourage companies to invest in direct marketing campaigns over online marketing because it is measureable, cost effective and gains sales at a faster rate than any other forms of marketing. Direct marketing includes tangible offers – this provides customers with a sense of urgency to respond within a certain period of time, allowing clients to keep better tabs on campaigns and see results faster. Direct marketing strategies also involve presentations that allow a firm to showcase their client's success and demonstrate the client's area of expertise.

'Unlike online marketing, the face to face direct marketing techniques that we use, receive instant feedback on the product or service being marketed by our highly trained advisors' said Nick Johnson, Managing Director of Citipeak Promotions. 'We can then invest this feedback straight back into improving the quality of the service we provide for our clients to ensure customer satisfaction, retention rates and loyalty are maintained at a high level without the overuse of customer data' added Nick Johnson.

Citipeak Promotions prides them self in using a targeted market approach when it comes to their sales and marketing campaigns which avoid the overuse of consumer data. Citipeak Promotions excel at developing the right direct marketing approach which will be the most effective means for delivering a marketing message to a targeted audience.

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