Demand for MJ Experia Marketing's Event Services Skyrocket’s

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Birmingham’s leading outsourced sales and marketing firm MJ Experia Marketing attribute their use of cross-channel marketing for the soaring demand for their event marketing services.

MJ Experia Marketing is an outsourced sales and marketing firm based in Birmingham’s city centre. In recent months, MJ Experia Marketing has seen the demand for their event marketing services dramatically increase. Event marketing is one of the fastest growing disciplines of marketing and advertising, as it generates results that are easily measurable, tangible and targeted. It focuses on face-to-face interactions with customers at retail venues, trades shows and corporate conferences. It is an extremely effective form of marketing, as it allows customers to see products first hand, raise their questions to experienced representatives and get immediate results. Not only is it beneficial for customers, it also allows businesses to document results on the same day as the event, giving campaigns a much quicker turn-around time.

MJ Experia Marketing has responded quickly to this demand by expanding their services into new markets across the UK as their client base experiences growth. The firm also attributes their use of cross-channel marketing for the rise in demand for their services. Cross-channel marketing is widely used by marketers, as it entails understanding the needs and preferences of consumers as well as ensuing the customer experience delivered by a brand is relevant and unique. Cross-channel marketing covers all areas across the marketing spectrum. Everything from a consumer clicking on a link on an email to liking a brand on Facebook should be personalised to match the consumer’s expectations (neolane.com).

MJ Experia Marketing find that businesses run social media marketing internally, but choose to outsource them to develop their event marketing strategies, which act as an extension to their online campaigns. Cross-channel marketing is extremely cost-effective as it can be integrated into one single platform which can determine which channels customers prefer; enable automised workflow; provides highly assertive responsive tracking; integrates analytics detailing the effectiveness of a campaign and develops genuine interaction between the customer, the campaign and the brand.

Based in Birmingham, West Midlands, MJ Experia Marketing demonstrate authority in sales and marketing, event strategies and data-driven intelligence systems. MJ Experia Marketing help businesses who are less experienced in the field of sales and marketing build brand exposure and boost revenue. This allows businesses to focus on other areas of their businesses they have more experience in. Other services MJ Experia Marketing offer include lead generation, brand loyalty, customer acquisition and campaign management. MJ Experia Marketing encourages businesses to utilise cross-channel marketing into their marketing strategies, as they claim it has contributed significantly to their recent achievements.

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