DK Connect Ltd Support New 'Women on Wednesday' Campaign

Monday 8 December, 2014

A new initiative focused on celebrating and encouraging support for female entrepreneurs and business owners is set to kick off for the first time this week. DK Connect review 'Women on Wednesday' and share why they will be supporting the new female focused initiative.

There are many days within the business calendar aimed at highlighting the importance of entrepreneurs and small businesses; however a new event due to take place for the first time on Wednesday has been specifically designed to celebrate the achievements of women in business. Women on Wednesday, or #WomenWOW has been set up with the hope of not only encouraging more consumers and businesses to use the services of female led businesses, but to also encourage investment and support for women owned start-ups. Female owned sales and marketing firm DK Connect are excited by the event and are keen to promote the many successes and talents of female businesses owners across the world.

Devised as 'Small Business Saturday' for women, Women on Wednesday carries on the successes of Women's Entrepreneurship Day which offered a range of events across the world that brought together female entrepreneurs, philanthropists, corporate leaders and non-profit executives to support the growth of female led businesses around the world. The event comes after a series of interesting statistics were revealed from the US on Global Entrepreneurship Day, The World Economic Forum Gender Gap report found that as a result of female owned businesses the US has experienced an impressive 11% growth over the last 40 years translating into $3.5 trillion. With this in mind, sales and marketing firm DK Connect believe that it is vital for the rest of the world to sit up and take note of just how much of an impact women can make in business, and actively take measures to ensure these businesses are supported and nurtured. DK Connect firmly believe that female business owners and entrepreneurs have the ability to integrate themselves more thoroughly into their communities, raising community spirit and ensuring that all businesses and projects within their communities continue to thrive. The firm are hopeful that the new Women on Wednesday event will not only raise awareness through social media and online platforms, but will also help women in business to reach out and connect with other female business owners and ultimately create a strong network of driven likeminded individuals.

DK Connect is an outsourced sales and marketing firm based in Belfast, Northern Ireland. The firm is one of Ireland's fastest growing outsourcing firms and works with a wide range of clients across Ireland, the UK and beyond. DK Connect help their many clients to grow their businesses by raising brand awareness and increasing customer acquisitions and overall sales. By meeting with customers on behalf of their clients, the firm are able to open up channels of clear, face to face communication which allows consumers to get their voices heard and fully engage with a brand. This personalised approach to sales and marketing not only improves customer relationships but also promotes and encourages increased customer loyalty which helps to boost their clients reputations and allows them to successfully reach their individual business goals.

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