Economic Recovery Celebrated by Marketing on 6th, NYC, Inc.

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As the jobless rate in America plunges to 6.3%, the American people have many reasons to celebrate. Direct Marketing firm, Marketing on 6th, NYC, Inc are also in good spirits as this recovery is assisting with a spike in sales.

New government data revealed the American nation had added 288,000 more jobs in April this year, an encouraging sign that the economy has picked up momentum since dropping over the winter period.

The economic growth had been virtually non-existent during the first quarter of the year and the recent boost in spring is very encouraging for further economic normalization. The only downside, the report revealed, is that the nation's work force shrank by more than 800,000 workers in April. However, the data showed that the number of long-term unemployed fell to 3.5 million in April and the number of people in part-time positions, for economic reasons, reached 7.5 million.

San Francisco Fed President John Williams and Atlanta Fed President Dennis Lockhart have said they believe the first rate increase should come when the jobless rate falls to about 6 percent. Both predicted that would not happen until next year but with this year's recent flurry that goal post is now much closer.

About Marketing on 6th NYC: http://www.marketingon6th.com/about/

The construction industry provided one of the biggest boosts to job creation. The sector added 32,000 jobs. Over the past year it has hired 189,000 workers with many of those gains coming within the last six months. Retailers, bars and restaurants each added more than 30,000 jobs and the health care industry gained 19,000 positions. But the main hiring engine was the professional and business services sector, which created 75,000 net jobs

The sudden economic growth has helped direct marketing firm, Marketing on 6th, NYC, INC. Having more people in employment leads to more confidence in consumer spending, this has led to even better return on investment for direct marketing campaigns carried out by Marketing on 6th NYC. Having assurance in the economy with considerable amount of job opportunities and secure jobs gives consumers more confidence to spend money and not worry too much about it as they in fact have more money to spend. This is beneficial to firms like Marketing on 6th NYC who promote and sell products for their clients' brands.

Marketing on 6th NYC, say that their recent spike in sales and higher return on investment has been assisted by the recent economical recovery.

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