Elite Intuition Turn to Marketing Guru Seth Godin For Inspiration

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The Direct Marketing industry is often misunderstood and many businesses and consumers are still unaware of the benefits. Liverpool based firm Elite Intuition are hoping to bring these benefits to light with the help of some key advice from renowned marketing guru Seth Godin.

Intrusive, relentless and complicated, these are just some of the words businesses and consumers currently associate with direct marketing methods, yet Elite Intuition a leading provider of direct event marketing services believe that these connotations couldn't be further from the truth.The firm believe that for many years the direct marketing industry has been misunderstood. Direct marketing by nature is far less complex than most traditional marketing methods as it cuts out the middle man which reduces the risk of a marketing message being misinterpreted. Unlike popular mass marketing techniques, direct marketing puts the customer first and all processes are tailored to meet with customer preferences, allowing for greater personalisation of the customer experience. Marketing directly to the customer also generates a higher level of consumer interest and can provide a big boost to lead generation as all communications are granted permission by the consumer meaning that marketing messages are subject to far greater engagement and consumers feel a stronger connection to a business.

About Elite Intuition: http://www.eliteintuition.com/

Elite Intuition believes it is time for more businesses and consumers to wake up to the benefits of direct marketing and the firm are eager to get the ball rolling. The firm recently came across some advice from business and marketing expert Seth Godin which tapped into the real benefits and strengths of direct marketing. A leading American author, entrepreneur, marketer, and public speaker, Seth Godin is one of the worlds most trusted business advisors and his articles and talks have helped hundreds of businesses over the years to reach their full potential. With his impressive credentials and far reaching knowledge of business practices and marketing Elite Intuition were inspired by Godin's take on direct marketing and have outlined some of his key points in an attempt to resolve the misunderstanding currently surrounding the industry.

Whilst many businesses favour brand advertisements, such as billboards and television campaigns, Godin highlights that these forms of marketing are fairly unreliable and un-measurable. It is almost impossible to measure the yield and customer response from these forms of marketing and it is these results which are vital to business growth and development. On the other end of the spectrum, direct marketing is action orientated and measurable and can offer businesses valuable insights into how they are performing on the open market, allowing for faster growth and far more effective development.

In terms of customer benefits Godin was eager to point out that direct marketing is permission based meaning that each piece of marketing material is customer focused and has a specific point to it. Direct marketing works because each message is tailored to the specific audience which means customers are fully engaged and are not subjected to irrelevant messages or content that is unsuitable for them which is often the number one cause of consumer frustration.

As a leading direct marketing provider, Elite Intuition are hopeful that Godin's advice will open people's eyes to the strengths of direct marketing and encourage more businesses to personalise their marketing processes. Specialising in face to face marketing techniques Elite Intuition have experienced first-hand just how positive an impact personalised marketing messages can have on a businesses' sales, customer retention and market reputation and are keen to help more businesses benefit from taking a proactive marketing approach.

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