Event Marketing Could Help the UK's Struggling High Streets Claim Paragon Acquisitions

Friday 6 March, 2015

Despite consumer spending currently experiencing a steady rise, high street foot fall is still way lower than retailers estimated. Event marketing firm Paragon Acquisitions would like to see more consumers hit the high streets and believe event marketing could be the answer.

About Paragon: http://www.paragonacquisitions.co.uk/

A recent study has called for the high street to look for new ways to increase customer foot fall, after a disappointing study revealed retailers are failing to attract shoppers away from online stores and back to the high streets. The study conducted by IMRG, and published by SmallBusiness on 20th January 2015 revealed that online shopping grew by 14% in 2014, with £1 in every £4 now being spent through online retailers, and the remaining £3 likely to be involved in some kind of digital transaction. This lack of physical shopping transactions is only further supported by recent research by retail research analysts Springboard, which revealed that the three month average in consumer footfall is currently at a 1.3% decline. Paragon Acquisitions are concerned by these recent findings however, with calls for local authorities to find new ways to bring trade back to the UKs high streets, the firm believe event marketing could in fact be a highly lucrative and effective answer to many retailers high street woes.

Whilst online shopping has excelled in recent months and despite many consumers enjoying the convenience of online retailers and 'click and collect' services, Paragon Acquisitions believe it's important to support and encourage the 'physical' shopping experience. High street retailers provide far better customer interaction, meaning that stronger relationships can be formed which leads to greater brand loyalty. By communicating with customers directly in this way retailers are able to gain a far clearer picture of their customers' needs which allows them to recommend far more appropriate products when compared to the capabilities of online retailers.

Paragon Acquisitions believe that the power of event marketing could be the ideal solution to draw shoppers back to the UKs dwindling high streets. Event marketing can create a buzz around a brand, and by offering limited offers and promotions can play an active role in enticing shoppers towards retail venues. Although many consumers believe online shopping can provide them with a better or cheaper deal, the service associated with online shopping pales in comparison to real brand interaction. Event marketing works by taking the time to get to know each customer individually, allowing brands to tailor their services and deals resulting in greater customer satisfaction and more positive customer relationships.

Paragon Acquisitions is Southampton based event marketing firm that helps brands increase their presence in the marketplace. The firm work closely with each client to create a campaign that perfectly reflects their individual goals and brand message. The firm then go and meet consumers in a retail environment, through face to face communication the firm build a rapport with consumers and develop lasting relationships which help their clients to increase sales and customer loyalty. Paragon Acquisitions strategies and techniques have not only helped a number of businesses expand their market reach, but have also helped them to generate enough revenue to grow their businesses and guarantee a sense of longevity even in the most unpredictable markets.

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