Executive Touch Ltd on Track to Exceed 3rd Quarter Growth Plans

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Recent sales figures have suggested that direct marketing agency, Executive Touch Ltd, will exceed growth projections for quarter three. The firm have stressed that they are in full control of the growth of the company and that 'quality control' measures are in place.

The direct marketing industry has been maintaining a steady growth in recent years due to the widespread use of direct marketing in virtually every industry. According to a new report from market intelligence provider Key Note, UK direct marketing registered a growth of around 8.6% in 2013 and the industry is set to remain on an upward trajectory as new channels emerge. The report authors have estimated that direct marketing campaigns were responsible for a total of approximately 25% of all UK sales recorded in 2013.

The industry has recently developed with the rise of digital marketing channels. In response to this development, direct marketers are turning to social media and online advertising to achieve higher visibility and extend their reach. Most marketers are setting up or already have a digital strategy in place. Whilst you can generate tactical digital campaigns, the return on investment starts to increase significantly when you can join up the on-line and off-line strategies for a coordinated campaign.

Executive Touch Ltd are a direct marketing firm that only deal with their clients' customers face-to-face. Their aim is to increase sales revenue for their clients' companies. They do this through a wide range of methods designed to suit specific client campaigns.

Direct marketing is an exceedingly well-established industry that has done particularly well during the recent economic difficulties that the UK has faced. It's an attractive solution for companies because the results are so easy to measure. As their customers are reached on a day-to-day basis they can get daily statistics on how their campaign is faring and can see fantastic levels of feedback on their product or service. This is why Executive Touch Ltd chose to specialise in face-to-face sales and marketing, as it is one of the most effective direct marketing components.

While the latest sales figures suggest Executive Touch Ltd are on target to exceed their predicted third quarter growth projections the firm want to stress that they are in full control of their growth and they expect that clients will be impressed with their ever expanding pool of talented marketing consultants.

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