Fortitude Plethora plan expansion to Liverpool

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After a string of recent successes and major industry recognition, Manchester based sales and event marketing firm have revealed that they are planning an exciting expansion into Liverpool.

Fortitude Plethora is an outsourced sales and event marketing firm based in Manchester. The firm have experienced great success within their first year of business with a huge recruitment boost leading to important business growth and recent record-breaking results for the firm.The firm's Managing Director, Toni Stewart has been recognised by larger organisations as a great young business owner and a great mentor to budding entrepreneurs.

About Fortitude Plethora: http://www.fortitudeplethora.com

The firm has made a big impact in Manchester and has taken over as the market leader because of how they have generated great results for their clients. The sales and marketing firm has seen a constant demand for their services from both local and national companies, all looking to boost their sales and customer acquisition through the firm's unique face-to-face outsourced marketing services. Fortitude Plethora have long believed that in order to generate a higher revenue, businesses must focus on improving the customer experience so that they can build a community of loyal, repeat customers.

Through face-to-face event marketing Fortitude Plethora are able to gain a much deeper understanding of their clients' customers, and form stronger connections between the customers they meet and the brands they are representing. This approach has led to the firm achieving major growth not only for their clients, but the success of their techniques have also allowed Fortitude Plethora to expand and develop more leaders within their own business. This has provided the firm with the means to successfully expand into the new market territory of Liverpool so they can open up their services to more people than ever before.

A move to Liverpool will be a positive step for the firm; the larger territory means more leads for the client and the city's growing economy will result in more customers wanting to purchase products and services at the firm's private hire event sites.

Liverpool is fast becoming a start-up destination for small businesses; with its active city centre, busy port and growth opportunities, increasing numbers of businesses are choosing Liverpool as their next expansion city. Liverpool has a steady flow of students and graduates into the city, so small businesses have an innovative and young workforce readily available. In addition, for start up businesses that are keen to recruit and benefit from apprentices, the city runs the Liverpool Youth Contract, which is a nationally funded programme which offers companies an apprenticeship wage subsidy of up to £3,500.

Fortitude Plethora is an outsourced sales and marketing firm currently based in Manchester. The firm specialises in a personalised form of direct marketing where they work on behalf of their clients' brands to increase customer acquisition, brand awareness and brand loyalty. The firm works closely with their clients to establish their target markets and then takes personalised campaigns directly to these consumers via face-to-face marketing methods. This helps to create long-lasting and personal connections between brand and consumer.

Source: http://startups.co.uk/starting-a-business-in-liverpool

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