

## GB Marketing Enterprise Reviews Growth Strategies for 2017

Tuesday 29 November, 2016

As the New Year approaches, Cardiff based [GB Marketing Enterprise](#) has been reviewing their plans for significant growth and shared some of their goals for 2017.

Located in Cardiff GB Marketing Enterprise is a leading force within the outsourced direct marketing sector. Providing businesses with in person, engaging marketing campaigns the firm help brands to reconnect with their target audience and secure stronger customer relationships. By focusing on the customer experience the company work with their clients to create campaigns that effectively represent their brand mission and values. The firm then launches these campaigns in person, meeting with customer face to face to deliver a personalised brand experience that gets to the crux of individual consumer issues and offers tailored solutions. This approach not only improves customer loyalty but helps to create a more positive brand reputation and drives in an increase in weekly ROI.

About GB Marketing Enterprise: <http://www.gbmarketingenterprise.com/about-us/>

The firm's marketing services have been met with growing demand throughout 2016, with the company launching their clients' campaigns in a number of new locations and increasing their market reach far beyond Cardiff. GB Marketing Enterprise is eager to keep this momentum going in the coming year and recently revealed their 12-month growth strategy. At their current rate of growth, the firm is on track to expand into four new markets in the UK in 2017 – helping to take their clients' brands nationwide and reach a broader range of consumers. However, the firm's managing director [Graham Buchanan](#) revealed last week that the company's ultimate goal for 2017 is to expand the business stateside, with the aim of taking the company to the USA by next October. Not only will this create an exciting opportunity for their UK based clients looking to enter the U.S market, but will create opportunities for the firm to diversify their client base and start working with new clients in America.

To ensure this future expansion will be a success, GB Marketing Enterprise hopes to embark on a number of trips across the pond with a selection of contractors to form connections with the country's leading sales and marketing experts, and to understand the needs and demands of American markets.

GB Marketing Enterprise is hugely motivated by these growth plans and has noted a significant rise in morale among their contractors since revealing these exciting strategies. The firm is keen to involve their contractors in these developments as much as possible, as any future expansion is set to create new opportunities for contractors to progress within the industry and take greater steps toward their individual professional goals.

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