Iconic Strategies: Businesses who Only Use Social Metrics destined to fail

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With technology evolving at a rapid pace, it would be extremely unusual and careless for a business not to be online. However, Managing Director of Iconic Strategies, Simon Reynolds, claims only using social metrics is not enough to succeed in today's market.

Iconic Strategies is Norwich's most ambitious outsourced sales and event marketing company. The firm use a unique marketing approach to help a wide range of clients acquire quality, long-term customers for their businesses throughout the UK. Iconic Strategies partner with suppliers and clients with an aim of setting a higher standard within the direct marketing industry. Their private site event marketing campaigns guarantee a higher return on investment (ROI) than any traditional advertising or marketing techniques.

Although digital marketing is rapidly evolving and social media is fast becoming an integral part of an organisations overall marketing strategy, it is not always the most effective channel as it can be incredibly difficult to monetise or measure the value of social activity. Recent research reveals that 88% of marketers are continuing to struggle with social media marketing where it really counts, measuring ROI. "We encourage clients to incorporate social in their marketing strategies and certainly recognise the value in it from a brand awareness perspective, but given the challenges in measuring success via this channel, we would advise against businesses focusing all of their energy and resources on this medium. There needs to be a balance in the marketing mix in order to achieve success," says Simon Reynolds, Managing Director of Iconic Strategies.

Instead, Iconic Strategies use a more personalised and tailored approach to engage with consumers through face to face event marketing, delivering instantly measurable new customer acquisition and ROI. "We have the ability to quickly develop results-driven direct marketing campaigns and in their implementation show a clear real return on investment to clients. Our clients view this as one of our greatest strengths and a main benefit of our services, as their marketing activity and investment is 100% transparent," says Simon Reynolds, Managing Director of Iconic Strategies.

Iconic Strategies pride themselves on their unique business model and outstanding results and whilst the firm appreciates the importance of social metrics in cross-channel marketing, Managing Director Simon Reynolds believes a more direct and humanised approach that delivers a clear ROI is the key to long-term success.

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