InMa Ltd: Utilise Consumer Research in your Growth Strategy

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InMa Ltd outlines how consumer research is one of the most important pieces of data that can contribute to devising a successful growth strategy.

About InMa Ltd: http://www.inma.org.uk/about-us/

InMa Ltd believe that for a business to fulfil its growth potential it must utilise the tools available to best understand their market and their consumers. The firm believe that consumer research is crucially important for a business looking to achieve success and attain growth. With markets becoming heavily saturated, it is important to collect consumer research to maintain a business centred on the consumer and their needs. The firm believe this is crucial if a business wants to remain relevant and future-oriented. InMa Ltd know marketers want to grow their business, but they are not always clear on which is the right path to do so. Marketing research can help weigh up and quantify opportunities to prioritise those with the highest revenue potential for the brand. Market research can provide insightful information about a brand's market, product, audience, competition, and more. When using a comprehensive research library, entrepreneurs can make decisions with greater clarity and confidence. By having research to back up marketing decisions, a business can optimise their brand strategy choices and minimise risk for failure.

InMa Ltd is an outsourced sales and marketing firm based in Nottingham. The firm specialises in direct marketing campaigns on behalf of their clients' brands. By connecting with consumers on a face-to-face basis they are able to establish long-lasting business connections between brand and consumer which often lead to increased customer acquisition, brand awareness and brand loyalty for their clients. The firm have the unique ability to obtain and communicate live market research that they can use to tailor their on-site marketing campaigns and also offer a valuable insight to the client regarding their immediate consumer activity.

InMa Ltd have taken their business to extraordinary levels in a short space of time. The firm have maximized on their strengths of offering their clients a unique, cost effective Marketing Solution. By guaranteeing a no risk ROI the firm have attracted attention from other businesses looking to utilise their services in 2016 and beyond. The firm believe their key asset is their ability to communicate on a level the consumer feels comfortable with, in a setting that offers communication to take place in a relaxed and professional manner. InMa Ltd are looking forward to maximizing their potential in 2016.

Source: http://www.business2community.com/strategy/using-consumer-research-develop-growth-strategy-01381978#JmsZDqcRXi039zFq.97

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