Live Innovations Celebrate as Job Opportunities in London rise by 15%

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As unemployment in the capital shrinks to the lowest rate in years, Live Innovations looks at the recovery of London's job market and what it means for the capital's ever increasing workforce.

A report last month by recruitment specialists Morgan McKinley found that job availability is up by 15% with 7,410 vacancies across the capital. The findings of the report further support the news that the economy is showing positive signs of recovery, and is sure to be a boost to many people looking for work within London.

However the report also claims that the number of active job seekers in London is down by 11%, meaning businesses in the capital may be facing a shortage of potential workers, and without the correct preparation many businesses may be facing a 'talent war'. With the economy becoming more stable, businesses are finally starting to see opportunities for growth. Yet with so many businesses competing to attract talented staff, a number of companies are destined to lose out, restricting their growth capabilities in the process. Live Innovations is urging businesses to shift their priorities towards providing in-house training for their existing workers to ensure their overall business growth isn't compromised by the city's fight for talent. Training existing workers is not only a quicker solution for many businesses, it also helps develop strong relationships and increases company morale by showing workers that the firm cares about not just business development but personal development too. Live Innovations also believe that extra support from the government could help businesses find talented workers by better preparing school leavers for the business world. By integrating entrepreneurship and practical workplace skills into the curriculum, Live Innovations believe that the future economy will be strengthened by a new generation of fresh business minds.

The marketing industry alone has seen an impressive rise is job opportunities with a 7% increase. Live Innovations believe this is fantastic news for the industry and shows that brands are feeling a new confidence in the effectiveness of direct marketing solutions. The Bellweather Report found that many businesses are planning on spending more on their sales and marketing throughout 2014 which is a massive boost to the London based firm. To ensure they make the most of the industry boom, Live Innovations run their own business development programme designed to improve young people's business skills and help develop the next generation of sales and marketing professionals.

Live Innovations is an outsourced sales and marketing firm who specialise in improving their clients' customer acquisition rates. By taking a more personal approach to marketing Live Innovations build relationships with customers through friendly direct communication. The firm believe that customer service is essential and work closely with their clients to understand customer needs and ensure these needs are met. Live Innovations help their clients' gain impressive results through creating unique campaigns tailored to match the values of the clients target audience. Live Innovations achieves this by working through every stage of the campaign from development right through to analysing the results and adjusting the approach to fit in with changing consumer trends.

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