Liverpool-based Pareto Global Associates Agree Customer Engagement a Hot Trend for Direct Marketers

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The 2013 DMA Awards show that businesses are focusing more and more on direct engagement activities. Cyril Williams of Pareto Global Associates explains why the latest trend to engage in more direct one-to-one marketing activity is ineluctable.

With the Direct Marketing Association (DMA) Awards 2013, a trend for direct marketers to put emphasis on engagement rather than response becomes clear (ashdowngroup.com). “The personalised one-to-one approach makes all the difference in today’s advertising jungle”, says Cyril Williams, Managing Director of Pareto Global Associates. This year, a record number of businesses have entered the DMA Awards. There is an extensive competition for the most desired prices, with 51 firms battling it out in 37 different categories to collect the DMA Awards Grand Prix (ashdowngroup.com).

OgilvyOne London, DMA Awards Grand Prix winner in 2012, is at the front of the field with 22 nominations for campaigns for IBM, Public Health England and Beyond Dark, followed by LIDA with 18 and Creator with 13 nominations. Director and screen writer Stephen Pollakoff is this year’s chair of the DMA Awards judging panel (ashdowngroup.com).

“It is amazing to see such excitement and this new approach towards direct marketing,” says Cyril Williams of Pareto Global Associates. “The businesses participating in the DMA Awards have understood how crucial it is to engage with consumers in order to get ahead of competitors,” adds Cyril Williams. Mark Runacus, Director at Karmarama explains, “It’s now time to redefine the meaning of direct marketing” (ashdowngroup.com).

In a slowly growing economy consumers often think twice before making a purchase. “People look to receive value for their hard earned money and therefore the reputation of a brand and the customer experience before the purchase play an important role,” explains Cyril Williams of Pareto Global Associates. “You can call it the customer journey,” continues Cyril Williams. Alongside mass advertisement and social media channels, Cyril Williams believes that the direct face-to-face approach is the most personal one and makes all the difference to the customer. “Yes, direct marketing leads to direct responses, and along the way they appreciate the direct engagement with people,” insists Cyril Williams.

Mark Runacus says: “The 2013 Awards will be hotly contested by one of the strongest fields we have seen for many years.” The winners of the DMA Awards Grand Prix will be announced at the Awards Ball at Old Billingsgate in the City of London on Tuesday, 3rd December 2013.

Cyril Williams of Pareto Global Associates is looking forward to the results. The direct sales and marketing firm is situated in Liverpool and their clients have recognised the importance of direct customer engagement. Pareto Global Associates’ sales force represents the company’s clients and builds strong, long-lasting relationships with potential customers. Crucial feedback is forwarded to Pareto Global Associates’ clients within the same day, so action can be taken immediately. The direct sales and marketing firm is now preparing to expand into further markets.

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