

## Liverpool Marketing Solutions Scale Marketing Reach into West Midlands

Monday 18 February, 2013

Outsourced Sales firm, [Liverpool Marketing Solutions](#) are extending the areas their marketing campaigns target. They have recently set up partnerships in Birmingham, with the aim of increasing acquisitions for their growing portfolio of clients.

Recent research by Globalchange.com suggests that outsourcing reduces services costs by up to 60%, therefore Liverpool Marketing Solutions thought it a good business move to extend their reach to other areas of the UK in order to have continued growth. Birmingham, in particular, was chosen by Liverpool Marketing Solutions due to its geographical size; being the third largest city in the UK. **Liverpool Marketing Solutions** also acknowledge their expansion followed the governments recent investment in startup companies in the Midlands area; enabling entrepreneurs to meet the capital requirements for setting up new businesses, therefore the Marketing industry in this area of the country is likely to be more in demand.

Chris Haynes, Managing Director of Liverpool Marketing Solutions commented: "Our primary goal is to please our clients. The best way to do this as a customer acquisitions company is to extend the areas into which we can provide an outsourcing service. That is why our partnership in Birmingham will have a benefit to both Liverpool Marketing Solutions and to the clients we are currently working with". Despite its young age, Liverpool Marketing Solutions has ambitious goals, they agree that further extending the areas that they target will add credibility and also maximise results "We intend to further scale our marketing reach over the course of 2013, both geographically and in terms of the volume of clients we work with. During this period, however, our commitment to the quality of service we provide for our clients will not waver", says Chris Haynes.

The business move is proving successful in its initial stages, so far increasing its customer acquisitions by close to 30%. "We have had some promising results after only one month since extending our reach. We intend to further increase this over the next 12 months with a view to set up partnerships in other areas of country," says Chris Haynes.

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