MJ Experia Marketing Celebrate Fall in West Midland's Unemployment

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Birmingham-based, direct marketing company, MJ Experia Marketing celebrates the fall in unemployment by 66,000 people throughout the West Midlands in just one year.

This means that the unemployment rate has plummeted from 9.8 percent to 7.4 percent, which is the lowest it has been since the summer of 2008. Unemployment fell by 22,000 in a single quarter and in the last 12 months employment has increased by close to a million, which is the largest annual increase on record. This has led to a record share of the UK working age population being in work, with employment rising for young people, older workers, men, women, employees, self-employed, part-time workers, and full-time workers across the country.

Based in the very heart of Birmingham's City Centre, MJ Experia Marketing demonstrates authority in sales and marketing outsourcing, event strategies and data-driven intelligence systems. By outsourcing their sales and marketing efforts to MJ Experia Marketing, their clients are able to concentrate on building their business whilst MJ Experia Marketing helps them to accelerate sales, build brand exposure and boost revenue. MJ Experia Marketing use structured and engaging customer interactions to form part of the process ensuring that they add more value through personal selling. The firm uses direct marketing strategies such as face-to-face customer acquisition to add a more personal touch to events and to get easily measurable results for their clients.

MJ Experia Marketing runs a development program which contributes to getting young people into work, as well as equipping them with the necessary business skills and experience for future endeavors. The firm's development program encourages young people to work by providing them with motivation to progress with their careers. The program teaches these young business minds the skills they need to be successful within MJ Experia Marketing and perhaps one day own their own business.

The firm say that growth, development and profession drives them and they try to instill this in their team. Their business model is built around success, recognising accomplishments, and motivating those around them to surpass all expectations from their clients and excel. Their approach is built on respect, being consistent and having the courage to do the right thing. They believe that success comes from the successful collaboration of business minds that share the same vision. MJ Experia Marketing teaches this business model to those on their development program and hope that it encourages them to do well in their careers.

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