MJ Experia Marketing Reveals Boost of Lead Generation Enquires by 15 Percent

Wednesday 21 August, 2013

Latest figures show that MJ Experia Marketing are attracting an increasing number of potential clients and suppliers who wish to trade with the firm and generate customer leads for their brands.

According to reports from MJ Experia Marketing, a leading provider of outsourced sales services in Britain, lead generation is in high demand. Latest figures show that enquiries to hire the agency to conduct sales and generate customer leads have increased by 15% between January and June 2013, compared to the same period in 2012. This demonstrates a 5% increase from Q1 to Q2, showing that demand is growing at a steady pace.

MJ Experia Marketing considers the surge in demand for lead generation and sales services to be attributable to two factors. Firstly, outsourcing of business processes (BPO) which includes sales, human resources and customer services, is already on the rise in the UK. A recent study by HfS Research and KPMG International revealed that just 5% of businesses were planning to reduce outsourcing in 2013, while 50% of businesses surveyed were planning to increase their outsourcing of application services, 80% of finance and accounting, and 30% their HR. Matt Wassal, MD of MJ Experia Marketing, says: “Outsourcing of business processes allows businesses the freedom to focus on their core functions, which allows them to be far more productive than having to do everything in-house. MJ Experia Marketing is a great case in point. We are specialists in lead generation, promotions and sales, so rather than our clients having to train up an in-house marketing and sales department, they outsource these processes to us. By the same token, we outsource the accounting and financial side of things, which means that MJ Experia Marketing can focus on what we do best.”

The second reason for the surge in MJ Experia Marketing’s services is that the firm provides a highly cost-effective and results-driven service. MJ Experia Marketing deals with prospects face to face, which provides a higher level of engagement between the brand and customer and generates on average 30-40 warm leads per 100 prospects approached. Additionally, the company converts 3-5% of prospects into paying customers on the first meeting. MJ Experia Marketing provides clients with a results-based payment structure, which MD Matt Wassall believes cuts costs for clients and drives performance. “We only expect our clients to pay once we have delivered a result, which gives us a competitive edge over many other firms. Our clients can rest assured that they will the best possible get value for money,” says Matt Wassall, MD of MJ Experia Marketing.
Birmingham-based MJ Experia Marketing provides B2C event-based marketing and in-store promotions for a variety of blue-chip clients. The firm generates pre-qualified leads and customer acquisitions.

Sources:
http://www.smartplanet.com/blog/bulletin/outsourcing-to-surge-in-2013-study/11466

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