

## MJ Experia Marketing Support Cameron's Rail Plans for HS2

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Marketing experts [MJ Experia Marketing](#) voice their support for David Cameron's high speed rail manifesto, HS2, and believe the travel plans will contribute to creating a 'Northern Powerhouse' for [Northern businesses in the UK](#).

Last week, Prime Minister David Cameron spoke in Leeds of proposed plans for a new high speed rail link which could open up a wealth of opportunities to Northern businesses. The £7billion HS2 rail plans are set to see journey times slashed across Northern cities and give rail services increased capacity and improved reliability. Birmingham-based outsourced sales and marketing firm MJ Experia Marketing are welcoming the plans and are confident that the improved rail links will be a big boost to the economy in the North.

As well as providing better links between major Northern cities the proposed plans will also include a new high speed line between London Euston and Birmingham. The plans also hold the potential to connect towns and cities with Manchester airport, with the possibility of constructing a new airport station which could provide many business owners with the exciting opportunity of international travel and the chance to take their businesses to overseas markets.

Compared to many European countries, Britain currently has a very evident divide between its Southern and Northern regions. MJ Experia Marketing believes that the HS2 rail plans could help boost the UK's economy as a whole, giving the UK a competitive advantage by creating a solid nationwide business community. The firm believe that the North has a wealth of innovative and creative businesses that, up until now, have often been overlooked due to an imbalance between the North and the South. By linking the North's largest cities, MJ Experia Marketing believe the new rail plans could potentially create a Northern powerhouse that can hold its own against London's business hub.

MJ Experia Marketing is an outsourced sales and marketing firm that specialises in personalised marketing and brand awareness. The firm help a number of Northern businesses to connect with their customers through honest face to face interactions and promotions. MJ Experia Marketing's unique marketing techniques allows them to build relationships with customers and maintain these relationships by personalising the customer experience and going above and beyond to ensure each customer feels respected and valued. This customer centric approach then helps their clients to increase their market reach and spread a positive brand reputation across their target demographic.

MJ Experia Marketing fully supports the governments' HS2 rail scheme and believe it could greatly improve the UK's growing economy. The firm are also excited by the possible expansion opportunities that the rail link could create for Northern businesses and hope that the proposed plans will go some way towards closing the divide between Northern and Southern businesses.

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