# Mojico encouraged by London visit to develop online presence

**Thursday 24 November, 2016**

Sheffield-based sales specialists, Mojico recently travelled to London to attend an interesting development workshop. Here, the firm reveals how this has inspired them to develop a keen online presence.

On Friday 12th November, Mojico took time away from their hectic office schedule to attend an interesting development workshop in London. Travelling from their Sheffield-based headquarters, Mojico was welcomed to London by an innovative digital marketing agency hosting the workshop to help businesses develop a keen online presence.

About Mojico: http://www.mojico.co.uk/about-us/

During the workshop, Mojico was able to listen to guest speakers from within the digital marketing industry as well as take part in practical activities which helped the firm to understand the importance of online practices such as blogging and social media presence.

Reflecting on the trip, Mojico revealed that they are now more aware of why an online presence is important and highlights that it is vital for all businesses to participate in online activity. The firm is confident that with millennials making up the majority of today's workforce and consumers it is important to develop a solid website with vital information about the brand as well as social media platforms where people can get in touch at their own convenience.

Mojico has revealed plans to launch an exciting new online/social media campaign in order to identify with and engage both potential and existing contractors. The firm will be expressing their unique company culture through a series of videos and images which they believe will help to show off the fun and hardworking company culture they have developed.

Mojico is an outsourced sales and event marketing firm based in Sheffield. The firm specialises in a personalised form of direct marketing which allows them to connect with their clients' ideal consumers on a face-to-face basis at unique pop-up events. This one-to-one interaction with consumers helps Mojico to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Since the trip to London, Mojico has expressed the importance of developing new skills, particularly in areas which are shaping the way people do business. The firm encourages all of their contractors to develop new skills on a daily basis and regularly offers business trips and networking opportunities which aim to help this upskilling process. Mojico outlines how their trip to London was a valuable opportunity to develop skills in the digital marketing field.

## Media:

## Related Sectors:

Business & Finance :: Media & Marketing ::

## Related Keywords:

Mojico :: Branding :: London :: Business :: Marketing :: Sales :: Travel :: Online :: Customer :: Acquisition ::

## Scan Me:

## Company Contact:

**Mojico Ltd**

E. info@mojico.co.uk
W. https://www.mojico.co.uk/

View Online

**Additional Assets:**

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.mojico-ltd.pressat.co.uk**