Monarch Movements comment on the importance of the human element

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London-based direct sales and marketing firm Monarch Movements have gone back to basics to deliver marketing solutions with a smile and a handshake, utilising the human element to build relationships with consumers and generate both quality and quantity results for their clients.

About Monarch Movements: http://www.monarchmovements.co.uk/about-us/

Managing Director at Monarch Movements Damian Crofts argues that the firm's commitment to only using people to conduct marketing campaigns is the companies unique selling point, and that more companies should consider utilising the human element for their marketing campaigns.

"*In the end, people buy from people, that's the way it's been for hundreds of years, and despite massive advances in technology, there is no better strategy than face to face interactions with consumers*," commented Mr Crofts.

An award-winning entrepreneur, Mr Crofts has revealed the key advantages of using human interactions, and is encouraging companies to allocate a percentage of their budget to this direct marketing strategy.

Rather than high-costing and impersonal marketing strategies, direct sales and marketing specialists Monarch Movements offer cost-effective, measurable and tailor-made marketing solutions that deliver 'the personal touch' and guarantee high ROI. The firm believes that much of their success is due to their personalised approach. Using in-person promotions, Monarch Movements is able to meet with customers face to face, allowing them to build relationships with customers, handle queries, instil consumer confidence and build brand loyalty for their clients.

One of the main advantages of face to face interactions is the ability to build trusts with consumers. In the modern world, security is a huge concern. Being able to speak to a person, ask questions and get real time answers is invaluable. By using face to face interactions, Monarch Movements brand ambassadors are not restricted to seconds in a tv or online advertisement or words a billboard. Unlike modern marketing methods that can be easy to ignored or overlook, interactions with human beings are harder to avoid and are also more memorable, creating a lasting impact.

Mr Crofts believes that the firm's high customer service standards have been the catalyst for their success and that these high standards could not be achieved without face to face interactions with consumers. "*Without a doubt, the secret to our success is our ability to utilise the human element to deliver marketing solutions with a smile and a handshake. We are committed to delivering an outstanding customer experience, allowing us to achieve both quality and loyal customers for our clients*," said Mr Crofts.

Monarch Movements is a dynamic and cultured sales and marketing firm based in Angel, London. The firm specialises in customer acquisition through face-to-face promotional marketing and sales campaigns. Monarch Movements are a young firm with big goals, and they believe their commitment to in-person promotions will be the secret to them achieving their growth goals.

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