NBE Marketing Reveal Marketing Secrets to Generating More Customers for Your Business

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As customer acquisition experts in Reading, NBE Marketing reveal their top five secrets for acquiring more customers.

NBE Marketing are Reading's most results-driven marketing specialists, providing outsourced sales and marketing solutions for their clients. In their first year in business, the firm has doubled their clients' customer acquisition. Due to their strong focus on providing a personalised customer experience, NBE Marketing are confident to increase their clients' customer loyalty index by at least 43 per cent in the first quarter of next year. The firm focuses especially on personalised sales and marketing campaigns, high customer satisfaction scores and utilising instant customer feedback to their clients' advantage to act immediately.

About NBE Marketing: http://www.nbemarketing.com

The firm reveals their tips to generating more customers:

1. Understanding customers' buying behaviour

NBE Marketing say it is vital for businesses to understand consumer behaviour and why their customers may hesitate to make a clear buying decision. It is therefore important to engage with them on a regular basis and find out more about their buying objectives.

2. Empower people

It is crucial that all professionals in sales understand how important their impact is on the overall success of the business. “Empowering people to provide a memorable experience and resolve problems immediately when they arise increases customer satisfaction," insist NBE Marketing.

3. Real-time information for real-time resolution

By being up-to-date about how customers feel, queries can be resolved immediately. When customer feedback and suggestions are addressed early, they can be resolved quickly. NBE Marketing say people feel valued when their ideas are implemented and they are part of an improved product or service.

4. Engage with consumers in person

Direct sales and marketing campaigns offer great opportunities to engage with a target audience on a face-to-face basis, build relationships and listen to what the audience has to say.

5. Keep moving forward

“Success does not last if you don't work on it. Don't rest on your laurels," insist NBE Marketing. It is important to stay in touch with consumers, focus on customer acquisition and loyalty and keep inventing, recommend NBE Marketing.

Looking at their current success, it is obvious why NBE Marketing's clients have requested to be represented in further UK markets. Businesses looking to acquire new customers should get in touch with NBE Marketing to discuss how they can drive customer acquisition, retention and on-going business growth. The firm is planning to expand into at least two further UK markets by June 2016. Plans to open up overseas are also currently under discussion.

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