O’Connor Marketing: How does direct marketing fit into the cross channel marketing?

Tuesday 17 June, 2014

With cross-channel marketing becoming increasingly important in today’s customer-centric environment, O’Connor Marketing reveal how their direct marketing solution fits into their clients overall marketing strategies.

The key to effective cross channel marketing is in the consistency of the messaging and brand control. Without consistent cross-channel efforts a marketing campaign is sure to be less efficient and even confusing to customers. Sydney-based outsourced sales and marketing firm O’Connor Marketing understand the importance of brand management and with their direct marketing expertise and agile approach are fast becoming the company of choice for their face-to-face marketing solutions. ‘We pride ourselves on our innovative campaign strategies and phenomenal results but most importantly our ability to develop tailored marketing campaigns that are in line with our client’s broader marketing activity, both on and offline’ says Ronan O’Connor, Managing Director of O’Connor Marketing.

O’Connor Marketing specialises in customer acquisitions through events marketing, promotional, and business-to-business campaigns, and providing clients with a professional and personalised marketing solution that is parallel to none. ‘At the core of any successful marketing strategy is the need to maintain the brand across all channels. Our success lies in our ability to look at the bigger picture and work in partnership with our clients to create a direct marketing solution that compliments their other activities whilst delivering greater customer loyalty and revenue growth’ says Ronan O’Connor MD of O’Connor Marketing.

About O’Connor Marketing: http://oconnormarketing.com.au/about-us/

When properly executed, a cross-channel marketing campaign allows businesses to deliver on their brand promise, identify high-value customers and improve the overall customer experience. ‘As a direct marketing firm, we play a very important role. We are the ones interacting with potential customers on a daily basis, we are essentially the face of the company and as such gain valuable insight into clients overall marketing activity which can then be used to improve our approach and achieve even greater results’ says Ronan O’Connor of O’Connor Marketing.

O’Connor Marketing is a provider of strategic business solutions to the telecom, energy and non-profit industries. The firm provide clients with pragmatic advice across domestic and global markets. O’Connor Marketing’s services include the development and implementation of strategic business plans, delivering a measurable benefit to clients. As a direct marketing firm they have over 6 years of experience in an international market servicing top brands. Their marketing consultants are highly knowledgeable and result-orientated.

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