Pareto Global Associates Among Marketing Firms with Aggressive Growth Ambitions In 2014

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The Chartered Institute of Marketing (CIM) and Bloomberg's Marketing Confidence Monitor found marketers' confidence is at its highest level since the report was first published in October 2012. Pareto Global Associates increase their sales target with this wave of optimism.

According to the CIM and Bloomberg Marketing Confidence Monitor, some 60% of the 1,000 UK marketing professionals questioned have reported increased confidence in UK economic growth in 2014. Improved levels of positivity mean risk aversion "has taken a back seat", the study shows. Many businesses are heading into 2014 with "aggressive" growth ambitions, with 50% of marketers saying growth now dominates the management agenda within their companies (marketingweek.co.uk). "This is a big break-through," says Managing Director of Pareto Global Associates, Cyril Williams. "Marketers often have to fight for their budget. It seems that more and more firms have recognised the impact marketing strategies have on business growth."

Often marketers struggle to justify their budgets with a compelling, commercially and grounded rationale. The study however reveals that 42% of marketers have noticed an increase in management buy-in and more appetite or investment in innovation and new business practices, products and people (marketingweek.co.uk). "It is fantastic to see that business owners start switching off their 'marketing as a separate department' attitude," says Cyril Williams of Pareto Global Associates. "A company's marketing strategy is like the leitmotif of the business from start to finish, and at each touch point with the consumer. It determines growth and if a business may or may not succeed," adds Cyril Williams.

CIM Associate Director of Research and Insights, Thomas Brown, says: "As businesses look to ensure their readiness for a new year, we need to break out of the cycle of short-termism and look to elevate marketing investment with a view to driving growth performance and more commercially-grounded business metrics. Marketing plans must align with core business strategy and collaboration with colleagues will only enhance more meaningful business performance" (marketingweek.co.uk).

Pareto Global Associates is an outsourced sales and marketing firm in Liverpool. The business stands out due to its unique personalised approach to acquire new customers, retain existing ones and increase sales in a cost-effective manner. Having forecasted a 34% growth in sales for this year compared to 2012 and due to the current wave of optimism, Pareto Global Associates want to take a more aggressive approach in the year ahead and double this year's sales target. Cyril Williams explains that strategies are in place and furthermore, Pareto Global Associates are planning to expand into further markets in Q1 of 2014.

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