Pareto Global Associates Witnesses 13% Increase in Requirements for Customer Acquisitions

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As more British firms are looking for ways to improve sales and customer acquisitions, Pareto Global Associates reports 13% more enquires for the outsourced services compared to the same period in 2012.

Pareto Global Associates specialises in events marketing and in-store promotional campaigns for clients in non-profit, telecommunications, finance and energy sectors. The firm reports that results from Q1 & Q2 of 2013 suggest a significant surge in the outsourced sales and marketing industry. Pareto Global Associates saw sales revenues increase by 9% in June, while the overall quarterly increase from Q1 to Q2 was close to 20%.

Pareto Global Associates attributes the surge in demand for customer acquisitions to the difficult economic times, as well as an increasingly crowded marketplace. “Our clients come to us because they are finding that traditional and digital marketing methods are not producing the results they need. With so many choices on offer, consumers are constantly being bombarded with marketing messages, making it difficult for all but a few brands to stand out,” explains Cyril Williams, managing director of Pareto Global Associates. The firm provides a personalised, individual approach through face to face consumer interactions, which allows potential customers to build a stronger connection to the client’s brand. Pareto Global Associates reports that this method allows a high rate of customer acquisition, as the sales conversion rate is typically between 3-5% of prospects approached.

The interactive, personal approach to customer acquisition has helped Pareto Global Associates develop a reputation as a provider of quality, long term customers. Studies by the business consulting firm Baines and Company show that a 5% increase in customer retention can lead to a 75% increase in profits. The Institute of Chartered Marketing reports that returning customers spend an average of 67% more than new customers. Cyril Williams, managing director of Pareto Global Associates states: “One of our core values is delivering quality customers who will develop a long-term relationship with the brand. Our clients are able to plan ahead with confidence because we can guarantee them a consistent income from long-term customers. We have seen a surge in not only the volume of interest in our customer acquisitions services but also the variety of industries. Today’s market is competitive and British brands need a way to quickly build a strong base of loyal customers.”

Pareto Global Associates offers UK clients a competitively priced results-based customer acquisition service. Based in Liverpool, the firm plans to enter new markets by the end of 2013.

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