Paul Gillett at AJG Direct Reviews Benefits of Event Marketing

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Managing Director Paul Gillett of event marketing firm AJG Direct has revealed how event marketing is becoming increasingly popular among businesses and consumers, and have reviewed the benefits of using direct marketing.

About AJG Direct: http://ajgdirect.co.uk/

At AJG Direct, the firm specifically focuses on event marketing on behalf of their clients' brands. The firm work on personalised marketing campaigns, which appeal to their clients' ideal consumers and take these directly to potential prospects via event marketing campaigns.

AJG Direct are currently working on behalf of some popular charities in order to raise awareness and donations. Managing Director Paul Gillett at the company believes that event marketing techniques allows them to make real connections with consumers which allows them to really portray the needs of the charities. He is confident that this leads to high quality results for their clients as they are able to connect with consumers on a personal and emotional level.

Event marketing strategies leave a lasting, brand-focused impression by grabbing the attention of consumers. When executed successfully, event marketing provides individuals with a personal experience that will resonate in their minds. Event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events. By engaging consumers through direct hand-to-hand sampling or interactive displays the practice is incredibly effective.

Event marketing provides huge benefits for both the business and the consumer, outlines Paul Gillett at AJG Direct. He reveals that many consumers desire a personalised interaction with their favourite brands and event marketing provides that personalised experience. Not only this, but event marketing helps to increase top quality results for a brand as they are specifically targeting consumers who would be interested in the product/service provided as opposed to targeting everyone, like television advert marketing, which has much less effect.

Event marketing has developed over the years and is now becoming increasingly popular among consumers due to its unique approach, and for businesses due to its outstanding results. Event marketing is unique because each event must be approached differently. By approaching each event as a separate chance to make an impression, a brand can tailor their efforts to best impact each audience.

AJG Direct is an event marketing firm based in London. The firm specialise in developing and implementing unique event marketing campaigns on behalf of their clients' brands. By connecting with consumers on a face-to-face basis the firm are able to establish personal and long-lasting business relationships between brand and consumer which often allows for increased customer acquisition, brand awareness and brand loyalty for their clients.

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AJG Direct

E. london@ajgdirect.co.uk
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