PerDM Obtain a Strategic Market Position through Field Marketing in UK and Ireland

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PerDM achieve growth through their strategic market position. The firm are leading the way in the outsourced field marketing industry where they have added value and improved customer loyalty for their growing portfolio of clients.

PerDM promise clients an improved strategic market position which will increase their ability to achieve higher profitability and growth. ‘Many of our clients approach us with the question, ‘Can you extend our marketing reach to customers that are not responding to our digital marketing campaigns in a way that will lead to improved awareness of our brand and more sales?, the answer is a simple and resounding yes’ says PerDM’s Director Ian Attwood.

High performing, value-creating companies have learned how to tie together the principles of customer preference, producer economics, and corporate finance so that they understand where and how expanded operations and increased market share pay off for their business. In short, PerDM have captured an effective Strategic Market Position with their field marketing approach.

PerDM know where field marketing will build competitive strength and profitability and where it will not. The company's tailored communication programmes are able to fulfil the needs of clientele in a range of environments, from client retail branches, shopping arcades, railway concourses, small businesses or customers homes. PerDM can equally provide a nationwide integrated communications campaign or a more discrete, acutely focused, specific branch or post code-based campaign.

Field Marketing services are growing in popularity and are available through many businesses, therefore what is it that makes PerDM stand out from the crowd? PerDM are unique due to their network of suppliers throughout the UK and Ireland, the firm have representation in 56 markets. Their incredible market reach combined with their personalised face-to-face field marketing approach makes them the largest outsourced field marketing firm in the UK and Ireland.

‘The markets we are able to target increase every quarter. We have plans to enter a further 10 cities throughout 2013 in order to extend our reach further and offer further options for our portfolio of clients. Reaching customers via a face-to-face interaction allows us to build stronger relationships which in turn leads to higher volumes of quality lead generation and loyalty to our client’s brands’ adds Ian Attwood, Director at PerDM.

Testing and monitoring campaign performance, then using that data to shape their field marketing strategy to meet the needs of potential customers has allowed PerDM to move into new sectors with confidence and obtain the strategic position they hold in today’s competitive marketing industry.

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Scan Me:

Company Contact:

PerDM

T. 01244573150
E. sales@pdmcontact.com
W. https://www.pdmcontact.com/

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