Privilege Promotions Prepare for Expansion in Early 2015

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Direct marketing firm, Privilege Promotions have announced that they are eager to expand their market reach beyond Leicester. Managing Director, Will Ross revealed last week that the firm will be looking to open a second location early next year in either the Midlands or the North of England.

Privilege Promotions is an event based sales and marketing firm currently located in Leicester. The firm specialise in a unique form of personalised marketing which involves connecting with consumers on a face-to-face basis. By developing one-to-one business relationships with consumers, Privilege Promotions are able to create long-lasting relationships between their clients' brands and their customers. In turn this helps to improve their clients' customer acquisition, customer retention and brand awareness as well as generating a high return on investment.

Due to increased demand from clients for not only their event marketing services but for a greater market reach, Privilege Promotions have begun planning for a big expansion in early 2015. The firm's Managing Director, Will Ross revealed that the firm are looking to open a new office in either the Midlands or the North of England. Expanding to a new location will mean that they are able to acquire customers for their clients in a new market and this will in turn help to grow, not only theirs but, their clients' businesses.

Privilege Promotions believes that so many clients are turning to event marketing because of the personalised service it offers. Connecting with a great number of customers on a face-to-face basis helps to offer not only a personal experience for the consumer but also better customer service. As well as this, event based marketing offers both improved and easily measurable results. The results of each campaign can be measured daily as opposed to only monthly or even yearly which makes it easier to develop each campaign so that brands get the best possible results and drive quality sales.

The advantages of having multiple business locations means that there is a greater market reach available, meaning that there is the opportunity to acquire a larger amount of consumers, which benefits the firm's clients greatly. For Privilege Promotions it also means that they are a growing and expanding brand which is important to the firm. It also means that they will be able to acquire new clients themselves which in turn will create an abundant of new job opportunities and give something back to the economy. Privilege Promotions have voiced their excitement for these expansion plans and have promised to reveal the details of their new location in early 2015.

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