Pro UK Consultants Ltd Implement New Strategy Following Marketing Week Live

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Direct marketing firm, Pro UK Consultants develop a new strategy based on the information covered at Marketing Week Live event.

Pro UK Consultants were unable to attend the very successful marketing event that was held in London but have followed the data released since the event took place. Some of the research and information revealed following the event have led to new ideas about a new marketing strategy that the firm now want to put into action.

The strategy takes into consideration the diverse cultures living in the UK and reflects this. In order to be successful, campaigns need to be able to incorporate a message that will attract the attention of customers from all backgrounds. The change in Britain's demographic has been taking place for a long time and there is no longer any excuse for businesses that continue to spend huge budgets to reach a fraction of the population. Understanding different cultures and knowing how to adapt marketing strategies to engage with them has direct implications on how brands should speak to diverse audiences. Developing marketing campaigns on accurate cultural insights rather than anecdotal stereotypes will make a huge difference to how brands can target not only the changing demographics of the UK but also the increasing number or wealthy visitors that have a large impact on industries. Adapting marketing strategies for multicultural audiences through these insights is now the way forward as this would ensure that brands can increase their revenues and engage with their customers.

Marketing Week Live was an event designed to bring marketers together and discuss smart strategies and tactics for the new era of marketing. It was a new, integrated experience designed to help visitors accelerate their marketing plans and career.

The event included:

One killer event – rather than six shows (integration).
Four major zones – organised by challenge not channel of marketing.
Dynamic show features – to inspire ideas and present options.
A simple conference – held across four theatres and programmed around people's toughest challenges.
The best suppliers in the business – so that visitors could find their next partners.

Pro UK Consultants is an events promotion firm based in Birmingham. The firm offer cost effective, result-driven campaigns that allow for consumers to engage with their clients' brands at events and retail venues. They use face-to-face direct marketing methods to build lasting one-to-one relations. The firm hope to put their new strategy into affect within the next six weeks.

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