

Pro UK Consultants Ltd Sought Out by Businesses Following Inadequate Results from Social Marketing

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Media:

Birmingham-based event marketing firm [Pro UK Consultants Ltd](#) are approached by businesses who require real results from marketing campaigns after social media marketing fails to deliver.

It cannot be denied that social media has provided huge benefits for marketers all over the world, however, the negatives of the various digital platforms seem to go un-reported. Birmingham-based event marketing firm Pro-UK Consultants Ltd express how they are approached by businesses who require reliable and real results after experiencing inadequate results from social media marketing. These recent demands for Pro UK Consultants Ltd's services show that their direct marketing campaigns are a more reliable form of marketing compared to online platforms.

A recent report by Forrester Research reveals that only 55% of the 395 marketers asked are satisfied with using Twitter to achieve business objectives. The survey continues to note that Twitter marketing is not as satisfactory compared to traditional strategies, and even scores below two other social media channels, LinkedIn and Google+. Building brand awareness was found to be Twitter's primary objective, whereas increasing customer loyalty seemed difficult to attain according to the marketers surveyed. Pro UK Consultants Ltd confirm that their direct marketing and event marketing methods increase their clients brand awareness, sales figures, customer loyalty and customer retention, proving that this style of marketing brings in greater benefits compared to using social media ([mashable.com](#)).

An article on [blog.hubspot.com](#) outlines further reasons why social media can be bad for marketing. These include a lack of personalised communication, underestimating the time and skill to use social tools and focusing on the wrong type of metrics to measure results. Social media ROI has sparked a great debate recently as marketers are unaware of how to measure the data collected using this method. Market reach, leads and sales should be measured using an accountable and tangible method in order to generate real and accurate results. More work is required until social media marketing is able to deliver the level of results CEOs expect ([blog.hubspot.com](#)). However Pro UK Consultants Ltd can deliver maximum results and guarantee a high ROI for their clients through their direct marketing campaigns, highlighting that in some cases old traditional methods provide greater results and reliability than modern day techniques.

Pro UK Consultants Ltd is an [outsourced sales and marketing](#) firm based in Birmingham who specialise in event marketing. Pro UK Consultants Ltd offer cost-effective, results-driven marketing campaigns which allow consumers to engage with their client's brand, products and services at events and retail venues.

Sources:

<http://mashable.com/2013/11/05/twitter-marketing/>

<http://blog.hubspot.com/blog/tabid/6307/bid/6244/7-Reasons-Social-Media-Is-Bad-for-Marketing.aspx>



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