

## Say 'goodbye' to IRSDirect and say a big 'hello' to irsmarketing!

Friday 27 April, 2018

IRSDirect, the leading B2B marketing agency, completes a successful rebrand from **IRSDirect** to **irsmarketing**!

The transition to **irsmarketing** mirrors a more marketing-focused approach to the business of creating new customers for its long-standing clients, including the biggest names in the global tech world, IBM, Xerox, Infosys and SAS. **irsmarketing** combines historic direct marketing techniques with new, ground-breaking digital and social marketing to help its clients win out in an increasingly hyperactive and competitive marketplace. Continuing on its growth path, **irsmarketing** will expand in 2018 into new territories within Europe and beyond.

*Plus ça change...*...the more the market changes, the more it stays the same.

Paul Stewart, **irsmarketing** Chairman: "Too many marketers expect too much from new marketing technology whizz-bang on its own. As with all innovation, the secret is to combine the best of the old with the new. *Not all old is bad, not all new is a panacea*. At **irsmarketing**, we've joined-up tried and tested techniques with smart new tools to achieve outstanding results for our clients. This rebrand is a recognition of that change in the market."

### About Us

**irsmarketing** is Europe's leading technology sales generation marketing agency, with offices in UK and Dublin, as well as New York. For over 25 years, **irsmarketing** has worked for the great and good of the technology world to open up new markets, identify and nurture potential buyers and create customers and new revenue streams for its clients' portfolios. Now, from a platform of outstanding growth, **irsmarketing** is looking to expand within Europe and into the USA to bring its vision of 'joined-up marketing' to new clients worldwide.

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Irsmarketing :: b2b :: Telecoms :: IT :: Telemarketing :: Sales :: Generation :: Direct :: Marketing ::

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