Skyline Marketing Contributes to British Economic Growth

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As the importance of small businesses to the local UK economy is ever increasing, Managing Director Jamie Talbot of Skyline Marketing, reflects on how a small business, such as Skyline Marketing, contributes to British economic growth since the recession.

Birmingham based Skyline Marketing, is an outsourced sales and marketing firm that represents British brands and trades with local suppliers; it is the most sought after company in the West Midlands when it comes to sales and marketing campaigns. Reinvesting back into the local economy has remained a top priority for the firm according to Managing Director Jamie Talbot.

It has been widely identified that small businesses such as Skyline Marketing make a significant contribution to the UK economy through stimulating the local economy. Extensive research by the Federation of Small Businesses (FSB) found that a significantly larger proportion of the money spend by local authorities with small businesses is re-invested back into the local economy. For example, 63p out of every £1 spent with a small or medium sized business was re-spent in the local area, compared to 40p in every £1 spent with larger businesses.

While small businesses may not generate as much money as large corporations, they are a critical component of and a major contributor to the strength of local economies. Small businesses such as Skyline Marketing help rouse the local economy by bringing growth and innovation to the surrounding community. Small businesses tend to attract talent who invent new products or implement new solutions for existing ideas. Many small businesses also possess the ability to respond and adapt quickly to changing economic climates. This is due to the fact that small businesses are often very customer-oriented. At Skyline Marketing, the firm focus on building strong relationships with their customers so in the midst of an economic crisis, most customers will maintain their loyalty.

Larger businesses often benefit from small businesses within the same local community, as many large corporations depend on small businesses for the completion of various business functions through outsourcing. Skyline Marketing is an example of how a small business can help a larger organisation through the outsourcing of business functions. On behalf of the firm's clients, Skyline Marketing offers direct marketing to potential customers in order to generate sales, build customer relationships and raise brand awareness; all through providing face to face presentations that deliver the client's message and achieves their goal. As a highly sought after customer acquisition firm, Skyline Marketing identify quality potential customers for their clients with the establishment of a solid rapport as the essential component within the customer acquisition effort.

At Skyline Marketing the firm value providing quality service to their clients and customers to help support the local economy. 'We are proud to be among the many SME's that are assisting with the UK's economic recovery,' says Jamie Talbot.

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