Skyline Marketing: Home City of Liverpool Named as Leading Entrepreneurial City

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Sales and marketing firm Skyline Marketing were thrilled to learn this week that their home city of Liverpool has been found to be one of the most entrepreneurial cities in the UK.

Research data gathered from Companies House for Instant Offices, shows that 2015 was a record year for UK startup growth. It confirmed the UK to now be Europe's most entrepreneurial nation, with over 2,644,100 businesses having started within the last two years. Of these entrepreneurial cities in the UK, Liverpool is leading the way. With an estimated population of 440,000, Liverpool has seen 134,569 new businesses starting over the past two years, which results in an entrepreneurial population percentage of 16%. Birmingham was at 14.5% and Manchester at 14%. Liverpool's entrepreneurial population percentage is significantly higher than the UK average of just 2%, and is also more than double of London's (just 7.5%).

About Skyline Marketing: http://www.skylinemarketingltd.co.uk/about-us/

Liverpool boasts many of the characteristics that successful entrepreneurs need; pride, passion, determination and drive. Structurally, Liverpool has what it takes to become Britain's startup city because it has high quality land, relatively low startup costs, an availability of skilled labour and excellent connectivity. In addition, it has 50,000 students based across three Universities, which helps the city's increasingly important knowledge economy. The city is now seeing a growth of 'Liverpolitansim' - small, independent businesses offering unique, high quality services in local, but cosmopolitan environments.

Merseyside's leading outsourced sales and marketing firm, Skyline Marketing is delighted by the news that Liverpool is being seen as the UK's startup city. The firm has been based in Liverpool since their expansion from Birmingham and continues to help Liverpool's businesses by offering their outsourced their sales and marketing requirements. As a result Skyline Marketing helps them expand their customer base and increase awareness of their brands.

Skyline Marketing is an outsourced sales and marketing firm that increase their clients' market share through innovative and cost-effective direct marketing campaigns. The firm work on a 'no win no fee' basis and help reduce the stress for small business owners through their outsource solutions which provide guaranteed results and a high ROI.

The firm's rapid growth has seen them named as one of the leaders in the direct sales and marketing industry. Founded in Birmingham, the firm chose to expand to Liverpool because of its emergence as one of the UK's most successful locations to start a business.

Source:

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