

Skyline Marketing Ltd Growth Projections Likely to Exceed Annual Target

Wednesday 19 June, 2013

Outsourced sales firm [Skyline Marketing Ltd](#) initial projected growth is likely to exceed annual target due to the increase in foreign investment into Birmingham over the last year.

New statistics reveal the investments are a result of the substantial amount of effort made to position the city as a base for new international business. Figures from the Marketing Birmingham Regional Observatory showed that the city had seen an increase of 52% in direct foreign investment from 2012 – 2013 with 2,200 jobs being created as a result of 41 new projects being acquired.

Jamie Talbot, managing director of Birmingham based outsourced firm Skyline Marketing Ltd said the new statistics are a strong sign that such work is paying off. "These numbers show the increased effort which has gone into expanding Birmingham's capacity to develop as an international business hub over the last few years. This is now starting to convert into new investments and increased job opportunities in our local economy and hopefully it can only go up from here."

About Skyline Marketing Ltd: <http://www.skylinemarketingltd.co.uk>

While the USA holds the highest percentage of investment in Birmingham at 27%, Australia and India are following closely behind. Jaguar Landrover and Shanghai Automotive have created thousands of positions in the manufacturing industry with digital media and life sciences both accounting for 10% of the foreign investments.

Jamie Talbot is excited about the prospects of these numbers, "This is just what Birmingham needs to help boost the confidence in the local community which in turn would result in future investments and growth with companies such as Skyline Marketing. "We're looking to deliver a cost effective resolution that will accomplish higher results," states Jamie Talbot, Managing Director of Skyline Marketing Ltd. "Outsourcing can be a great way to create success in your business. If you delegate out areas that you are not good in so a greater effort can be placed towards the areas that you are best at."

Skyline Marketing is a leading outsourced sales company based in Birmingham that specialises in customer acquisition and retention. Skyline Marketing Ltd is expecting to report higher second-quarter results largely as an outcome of Birmingham's increased foreign investment.

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