Skyline Marketing review what businesses can learn from Iceland's Euros success

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Skyline Marketing have been watching the Euros closely and despite being the team to end England's dreams of bringing the title home, the firm have been impressed with Iceland's performance. Here, the firm reveal what they believe businesses can learn from Iceland's Euros success.

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

The Euros is a football tournament hosted by UEFA for European countries. Taking place every four years, a great hub of excitement follows the Euros and this year was France's turn to host the tournament. This year, a number of unexpected, smaller teams have made it through in the competition, proving that it is not all about size or professional players.

Skyline Marketing have closely followed the story of Iceland throughout the competition. Iceland are one of the smallest clubs to have made it past the group stages in the competition. Despite losing 5-2 to France last week knocking them out the competition, the country has done exceedingly well in the tournament and have gone above and beyond what most people thought they would achieve.

As a country with a small population, Iceland does not have a professional football league in their country and many of their players and coaches have other careers alongside playing football for their country. However, this has not stopped the team performing outstandingly – putting up a strong fight against big contenders such as Portugal (the game finished 1-1), and even knocking England out of the competition with a 2-1 win.

Over 30% of the country's population travelled to France to support their home team and Skyline Marketing believe that the support of their fellow countrymen has played a big part in their success. The firm believe that business leaders can learn from this and highlight how it shows what a strong network of positive people can do to help improve performance.

Skyline Marketing point out that, "Iceland's success also shows that you don't always have to be the best or most well-known in order to succeed." They also state that businesses should take away from this and never give up, even if they are only a small fish in a big pond.

Skyline Marketing is an outsourced sales and marketing firm based in Liverpool. The firm specialises in a unique form of marketing which allows them to connect with consumers on behalf of their clients' brands. By connecting with consumers via face-to-face marketing methods the firm are able to establish long-lasting and personal business connections between brand and consumer. Skyline Marketing highlights that, in turn, this leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Skyline Marketing enjoy all sports and have particularly enjoyed the Euros this year. The firm also look for sports-minded individuals to take advantage of their business development opportunities as they believe business and sports require many of the same qualities.

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