Source Marketing Direct are on Track to Reach £1 Million in Revenue

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Outsourced direct sales and marketing company, Source Marketing Direct, is now on track to reach £1M in revenue. The business provides face-to-face customer service, acquisitions and brand development on behalf of a range of clients. This direct, interactive approach provides many advantages, including the capacity to deliver a personal and effective service.

The company has reported a 32.14% increase in turnover during the last financial year, despite difficult economic factors that have proved too challenging for many UK businesses. With constant references to a deceleration in commercial growth, media headlines have implied that a lack of confidence from consumers, and a subsequent lack of spending, has been the cause. However, where a significant number of companies have folded, the team at Source Marketing Direct has seized the opportunity to distinguish themselves in a busy marketplace.

Managing Director, Hector Montalvo, has attributed his company's success, not only to the application of a sound marketing strategy, but also to his awareness of customer needs.

"Our steady growth and financial success is a testament to the solid business model and the great team here at Source Marketing Direct, as well as awareness of our target audience. By putting the needs of the customer first, we have been able to provide a desirable service that understands and anticipates market trends and consumer behaviour." says Hector Montalvo

The business connects with customers via unique event marketing campaigns, allowing brand ambassadors to provide a personal, customer-focused service. A huge advantage of dealing with customers face-to-face is the capacity to receive and interpret feedback instantly; not only can consumers interact with a brand and have their enquiries answered fully by a professional representative, they are also able to comment on the service they receive, providing invaluable insight into the customer experience. This level of analysis is simply not available with more indirect campaigns, where data must be collected in other ways that lack the same immediacy. Although online marketing platforms are becoming more and more interactive, calculating Likes and Click Through Rates can only tell us so much.

In terms of providing high quality customer service, an argument can be made that, ultimately, there can be no comparison with real-time interaction with a human being. Understanding the needs of the customer from ground-level is essential to building solid foundations, and Source Marketing Direct places high emphasis on the significance of the consumer throughout each individual campaign. In an economic climate that is, perhaps, less willing or less able to spend than in previous generations, knowing how to connect with consumers is paramount, and the Source Marketing Direct team are enjoying success as a result of this commitment to the customer. Based on the last financial year and the company's impressive results, the company will have no difficulty in securing new customers and continuing to grow the business.

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