Source Marketing Direct Attract New Clients Following Release of Campaign ROI

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Face-to-Face marketing offers a 5% return on investment, according to the latest results from Source Marketing Direct. The firm's statistics show that for every 85 people reached via their marketing campaign 4.25 customers are attained.

These are phenomenal results and demonstrate the power of face to face marketing compared to more traditional forms of marketing such as direct mail campaigns. According to JWM Business Services, the average rate of return on direct mail campaigns is generally 0.5 to 2 percent; in a campaign involving 100 pieces of mail, two to four people can be expected to respond and half that number to make a purchase.

London based outsourced sales and marketing company Source Marketing Direct steer away from traditional forms of marketing of which many businesses invest thousands or even millions of pounds in but seen very little quantifiable results. Instead the face-to-face approach is adopted to acquire new customers with a system that provides measurable results which can be analysed daily, as opposed to quarterly or yearly. It is through this result driven customer acquisition service and newly reported statistics that Source Marketing Direct have survived the recession and continue to obtain a steady stream of new clients.

The rate of return in face-to-face marketing is determined by multiple factors and varies for each campaign but Source Marketing Direct have found success working with products that are an everyday need more so than a want, through customised campaigns and an informative and consultative approach. 'We are incredibly proud of our success in recent years given the effects the economic downturn has had on so many other businesses. The outsourcing industry has been fortunate enough to continue growing as internal cuts are made and more cost effective solutions are sought out. Through our campaign ROI we are becoming the company of choice in our field which is a great achievement' reports Hector Montalvo, Managing Director of Source Marketing Direct.

The British economy is still slow in terms of giving the marketing industry the kind of leverage it had 5 years ago. It has been suggested that the growth in popularity of Source Marketing Direct's paid-on-performance result driven campaigns is down to a troubled economy, Hector Montalvo, MD of Source Marketing Direct disagrees. 'Although our no risk business model makes it easier for businesses to employ our services during economic turmoil we believe that our success comes from choosing to work with a broader scope of everyday useable product as no matter what the market condition they will always be in demand,' states Hector Montalvo, Managing Director at Source Marketing Direct.

Source Marketing Direct have had an £198,722 increase in turnover from 2011 which equates to 40.3% in just two short years. As the outsourcing industry becoming bigger than ever the firm is only looking to see a further increase in clientele and revenue in the forthcoming years.

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