

Source Marketing Direct Test New Merchant Campaign

Tuesday 2 July, 2013

[Source Marketing Direct](#) test new merchant campaign, targeting British SME's to provide merchants with cost-effective facilities

A merchant card company based in Nottinghamshire states industry statistics show 61% of customers would spend more money in a store if card payments were accepted and 19% said they would avoid going into a store altogether if they were not able to purchase goods using their card. Source Marketing Direct are a London based outsourced sales and marketing firm who have recently launched a test campaign targeting British SME's to promote and provide merchant facilities at a cost effective rate.

About Source Marketing Direct: <http://sourcemarketingdirect.com>

In order to prepare for the campaign launch, Source Marketing Direct attended a full day briefing of the campaign objectives and strategies. This was held at the boutique Citizen M Hotel located in London's Bankside. Source Marketing Direct have committed a team of 4 independent sales advisors to the 4 week trial of testing the campaign. The campaign will focus on promoting products that will help merchants save money. The London firm, Source Marketing Direct, have devised a marketing strategy for the campaign, which will specifically target British SME's. The campaign will focus on promoting chip and pin machines as their point of sale and they will use a business to business methodology.

Source Marketing Direct are a privately owned outsourced direct sales and marketing firm who offer service and entertainment clients a personal and effective marketing approach. The London based firm concentrate on acquiring customers for a portfolio of various clientele throughout the whole of the UK with a strong focus on helping businesses find new customers. In today's economical climate, it's essential for businesses to maximize sales and potential to their customers. Projections by a merchant card company display estimate savings of over £900,000 per year for UK businesses. So by testing out the new merchant campaign for 4 weeks which focuses on promoting products that will help merchants save money, Source Marketing Direct could potentially see results of hundreds of pounds worth of savings from merchant service charges. By associating themselves with products that will save merchants money, Source Marketing Direct are also likely to achieve greater customer satisfaction with the campaign, and are proactively seeking to diversify the portfolio due to the growth the firm has experienced in 2013.

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