Source Marketing Direct Unveils new Brand Identity and Website

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Source Marketing Direct has unveiled its new brand identity and updated website as a celebration of surpassing their growth targets for 2014.

Source Marketing Direct revealed a stylish new brand identity this week following the news that the firm has surpassed its growth targets for 2014 and landed a series of new clients. The firm were thrilled to have surpassed all targets for the year, nearly reaching £1million in revenue, with 4 months still to go and celebrated with a stylish and fun revamp to their website and logo.

Source Marketing Direct's rebranded website comprises of a fully responsive, modern design that enhances the user experience and navigation with its creative animations and user friendly features. Additionally, it highlights all the great aspects of the firm, such as their extremely successful history and introduces the user to their friendly and vibrant team. The new logo fits well with the theme of the website, being stylish and modern in design, it also fits completely with the company itself as it is unique, which is something the firm takes pride in being. The firm was founded on their Managing Director, Hector Montalvo's philosophy of being "extra-ordinary at the ordinary things."

Source Marketing Direct is an outsourced sales and direct marketing company that focuses on direct, face-to-face sales through event based marketing and business-to-business solicitations. They have increased the customer base for clients in the Sports, Entertainment, Hospitality, Charity, Telecoms and Merchant Service industries. Source Marketing Direct improves their clients' customer acquisition, brand awareness, brand loyalty and generates a high amount of quality sales, offering a high return on investment and measurable results.

Source Marketing Direct's plans for development do not stop at the revamp of their website and logo, they continue to plan, grow and develop interesting new features. By early 2015 Source Marketing Direct will launch a second phase of its digital strategy with the launch of an app which will allow members to track their performance and download advice for further personal development.

Source Marketing Direct are well established industry leaders but their knowledge and enthusiasm to continuously develop and implement new skills and strategies is what encourages them to keep growing further, surpassing new targets every year.

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