Strategic Five Marketing Extend Marketing Campaigns Across UK

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Over the last year, outsourced sales and marketing firm Strategic Five Marketing have expanded their business from Birmingham into Reading and have increased their client portfolio by 50%. 2014 is expected to be an ever bigger year for the ambitious firm.

Strategic Five Marketing's expansion over the last year was aimed at driving home key factors for their clients. These included generating more sales, higher quality customer acquisition and broadening their market reach. Their expansion has increased their client portfolio by 50 per cent.

The outsourced sales and marketing firm was founded in 2010 by Ben Lambert, in Birmingham. Last summer, Ben Lambert expanded his business Strategic Five Marketing into Reading as a response to client demands within the Berkshire region.

This fast-track expansion plan around the UK was made possible because of Strategic Five Marketing's business development program. The business development program equips individuals with the necessary business skills and provides them with a greater understanding of the industry. Freelancers and self-employed individuals that participate in Strategic Five Marketing's business development program gain experience in leadership, sales, business management and public speaking.

The program devised by Strategic Five Marketing is similar to those management programs offered by Starbucks and McDonalds. These huge brands provide students with transferable skills in customer service and business and people management. By training students right from the beginning, it has allowed Strategic Five Marketing to open up branches throughout the UK more quickly.

The firm's recent success in Reading has seen them secure a new telecommunication client. This has also contributed to the growth to their client base. Their success has spurred them on to continue expanding, and already have an ambitious expansion plan set in place. By the end of 2014, Strategic Five Marketing are hoping to be active across the North West, North East and Central UK with a total of five offices. Along with their current offices in Birmingham and Reading, Strategic Five Marketing plan to open in Bristol, Liverpool and Peterborough.

Strategic Five Marketing is an outsourced sales and marketing firm based in Birmingham, West Midlands and Reading, Berkshire. The firm specialise in direct marketing; a marketing method that brings products directly to the consumer. This face-to-face approach enables the firm to increase sales for their clients, along with generating high quality customer acquisitions and boosting brand awareness. Strategic Five Marketing deliver direct marketing campaigns on behalf of clients within the telecommunications and non-profit industries.

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