Strategic Five Marketing Rumoured to be Secretly Pursuing New Engagement Tactics

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As the need for more consumer engagement makes headlines, Strategic Five Marketing with office locations in Reading and Birmingham are alleged to be aggressively pursuing new engagement techniques that will be rolled out early next year.

Strategic Five Marketing is an outsourced sales and direct marketing firm based in Birmingham, with a recent expansion to Reading. Working within the saturated sales and marketing, Strategic Five Marketing are allegedly seeking out new methods of consumer engagement in order to stay ahead of the competition. Strategic Five Marketing are renowned for their ability to generate high-quality sales leads, but are rumoured to be taking a proactive approach to improving engagement levels. By focusing specifically on improving this area of their business, it is believed that Strategic Five Marketing are pursing to also attain improved brand loyalty and increase sales figures on behalf of their clients.

Consumer engagement is the “resulting impact of a brand interacting with consumers through a variety of marketing initiatives.” By actively interacting with consumers and creating a meaningful impact with them can generate either a behavioural result or an attitudinal result (http://www.fusemarketing.com). The behavioural result measures the number of sales or enquires from customers based solely on direct communication with them. Attitudinal results focus on the emotional impressions customers feel about a brand or product along with their changing attitudes. It is important for businesses to implement an engagement strategy that meets the demands of both the behavioural and attitudinal elements of their customers.

With Christmas fast approaching, it is essential for businesses to be stay competitive in today’s highly saturated market. Being innovative just isn’t enough anymore. To be successful, businesses need to understand the demands of their customers, study their buying habits and provide them with an interactive and engaging customer experience. Online recommendations are becoming an influential factor in consumer’s purchase decisions, even more so than word of mouth, (www.econsultantcy.com) so it is vital businesses are taking a proactive approach to ensuring customers are left satisfied with positive references to share with others.

Strategic Five Marketing is an outsourced sales and marketing firm based in Birmingham and Reading. The firm use direct marketing techniques in order to engage and interact with their customers on a personal level. They offer services in direct sales, customer acquisition, brand awareness and brand development. If rumours are to be correct that Strategic Five Marketing are cracking down on consumer engagement, then the firm should expect to see an increase of sales figures for their clients in the New Year; as with consumer engagement comes returning customers.

Sources:

http://www.fusemarketing.com/Definition_Consumer_Engagement

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