Study Prompts MJ Experia Marketing to Focus on Innovation

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‘Innovation is critical to corporate reputation,’ finds a recent Authenticity Gap survey. As a result, MJ Experia Marketing voice plans to focus on being more innovative in the coming months.

According to a survey by Authenticity Gap, the ability of a business to innovate is a more important factor in corporate reputation than ‘doing right’. There are several reasons why innovation is critical to the success of a business. Although every organisation will have its own priorities and sector-specific issues to balance, businesses that fail to innovate run the risk of losing ground to competitors, losing key staff, or simply operating inefficiently. At MJ Experia Marketing, the firm believe that innovation can be a key differentiator between market leaders and their rivals.

MJ Experia Marketing is the home to a dedicated force of marketing consultants that deliver high quality direct marketing campaigns throughout the West Midlands. The firm have recently announced their Management Training Program and want this to remain an integral part of their business in 2014. MJ Experia Marketing have also voiced their commitment to pioneering new strategies and marketing tactics in the coming months to separate themselves from rival sales and marketing firms throughout the UK.

The Birmingham based events marketing firm foster a strong entrepreneurial culture. Through their Management Training Program, MJ Experia Marketing encourages an entrepreneurial mind-set in their suppliers and independent contractors. MJ Experia Marketing made the decision to provide more comprehensive assistance and advice to business-minded contractors.

‘It is an exhilarating time for us. We are growing, both with new clients and by extending our market reach to new locations to further improve our corporate reputation, we are encouraging further innovation which is exciting,’ says Managing Director Matt Wassall.

Innovation can help companies discover what opportunities exist now, or are likely to emerge in the future. Successful businesses such as MJ Experia Marketing not only respond to their current customer or organisational needs, but often anticipate future trends and develop an idea, product or service that allows them to meet this future demand rapidly and effectively. At MJ Experia Marketing, the firm are encouraging further innovation to help stay ahead of other competing firms within the highly competitive sales and marketing industry.

In the ever-changing world, innovation is the only key which can sustain long-run growth of a company. More and more firms within the sales and marketing industry are realising the importance of innovation to gain a competitive advantage. Accordingly, increasing numbers of firms are engaging themselves in various innovative activities, ranging from campaign strategies, brand building initiatives to customer satisfaction and loyalty. MJ Experia Marketing recognise that today, the business environment has become very dynamic with more demanding customers and intense market competition. To meet this, MJ Experia Marketing is creating new solutions and services that provide a radically better experience for the consumers.

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