

BRISTOL, ENGLAND, May 02, 2014 /**24-7PressRelease**/ -- Fusion Affinities supply [direct marketing campaigns](#)

to a range of businesses in Bristol. Their clients hire their services to improve personal relationships with customers, drive sales and improve customer loyalty.

[Fusion Affinities Ltd](#)

believes their focus on building trust and transparency will offer their growing clientele a unique advantage in the direct marketing sector.

Trust is the "firm belief in the reliability, truth, ability, or strength of someone or something". It sounds simple but it's difficult to build, remarkably easy to lose, and despite its importance - seldom nurtured or focused on. At Fusion Affinities, the firm builds trust in every aspect of their business model.

Trust drives transparency. If you can't trust that your comments will be taken at face value, with the best interest at heart for your partnership or the organization, then you will fear unintended consequences. So you say nothing. Without transparency, as Patrick Lencioni writes, in *The Five Dysfunctions of a Team*, you can't have an open and honest debate, nor benefit from the optimal solutions, accountability, and commitment that follow. Without transparency, the elephants remain in the room, never discussed, nor addressed.

About Fusion Affinities Ltd: <http://www.fusionaffinities.com/behind-the-scenes>

Fusion Affinities believe that by providing more information to consumers at the point of sale, they can make more informed choices on the things they buy. A transparent supply chain, open to scrutiny is less likely to lead to unsatisfied customers. As customers take their complaints to social networks instead of a more traditional customer service department; people today like seeing something real in the brands they are loyal to.

Fusion Affinities Ltd is an ambitious and results-driven start-up firm based in Bristol, UK. The firm was set up by Callum Sherlock in early 2014, as a result of the growing demand for outsourced sales and marketing. The firm hold their clients and customer as a number one priority and through the transparency of their business and marketing strategies; Fusion Affinities promise an excellent buying experience for prospects, which generate brand loyalty and brand awareness for the firm's clients. Every campaign the firm offer, they develop with their clients and the customer's best intentions in mind.

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Fusion Affinities Ltd focuses on developing face-to-face marketing campaigns using direct marketing methods. The firm has chosen direct marketing as their preferred marketing medium because of the personal interaction and engagement it allows them to have with customers. Not only does this provide a great customer service, it encourages brand loyalty for their clients, and guarantees sales leads on the same day as the campaign. Such immediate results could not be possible by using the traditional methods like television, radio, print and online.