

BIRMINGHAM, ENGLAND, September 25, 2013 /24-7PressRelease/ -- [MJ Experia Marketing](#) is an [outsourced sales and marketing](#)

firm based in Birmingham City Centre. The firm deal in event based marketing with an aim to provide better customer acquisition results for their clients and for a low cost. MJ Experia Marketing help to shape an action plan for their client's sales and marketing campaigns that highlights what is required in order to obtain results and make profits.

In a recent online article from [smallbusiness.co.uk](#), it was highlighted that improving direct customer engagement to better customer service is the main focus for small businesses in 2013. At MJ Experia Marketing, the firm tailors specific direct marketing campaigns to offer a detailed insight into customer's buying decisions for their clients. In line with the article by [smallbusiness.co.uk](#), MJ Experia Marketing report an increased demand for their outsourcing direct sales and marketing services as businesses are prioritising face-to-face communication, with many SMEs planning to reduce their spend on traditional marketing methods; and instead look towards outsourced marketing firms like MJ Experia Marketing.

About MJ Experia Marketing: <http://www.experiamarketing.co.uk>

Due to the personalised nature of direct sales and marketing campaigns, a wealth of information can be collected surrounding consumers and their spending habits. Understanding consumer spending is now a top priority of UK businesses. Many companies require personalised information about their customers in order to develop USP's and align consumer demands with the products they provide. MJ Experia Marketing offers this in their daily reporting to clients using their outsourced service. "As the desire to understand more about consumer buying behaviour increases, more businesses approach us to enquire how engaging face-to-face with customers can grow profit margins," says Managing Director of MJ Experia Marketing, Matthew Wassall. "The reporting provided as part of our direct sales and marketing services can identify patterns and behaviours by specific locations and demographics. Once we understand the reasons behind purchase decisions or in other cases the 'lack of' purchases we can recommend to our clients a more personalised marketing strategy that will provide a higher return on their investment," adds Matthew Wassall.

There are many benefits when obtaining an insight into customer purchasing decisions. Firstly it allows operational performance to be managed in real-time through the use of visual demonstrations and product samples. It also drives continuous process and performance improvement due to the direct feedback obtained by the customer. Over time MJ Experia Marketing have increased their customer service accountability and alignment to corporate business goals in order to improve the service that they provide and as a real-time agent they keep on top of their performance management.

At MJ Experia Marketing, their approach to direct marketing campaigns adds a personal touch. As opposed to direct mail or telesales, the firm develops a rapport with prospective customers and addresses their specific needs with the advantage of visual demonstrations and product samples. Through this face-to-face engagement, the firm can also understand consumer purchasing decisions as feedback is obtained by the customer straight away. MJ Experia Marketing are able to relay this feedback directly back to the client so any alterations can be made to ensure profit margins are kept high. Reporting in real-time allows MJ Experia Marketing's clientele to obtain detailed information about customers.

MJ Experia Marketing is an outsourced sales and marketing firm based in Birmingham.

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