

MIAMI, FL, September 26, 2013 **/24-7PressRelease/** -- The Florida-based firm, which has already [taken 6% of Miami's outsourcing market](#) since opening its doors, reports that analysing consumer engagement has enabled clients to build a stronger relationship with their customers and provide a service which is based around consumers' needs.

## [Miami Marketing Associates](#)

provide business to business, business to consumer or event-based marketing campaigns, which all involve meeting with consumers in person. "Our face to face marketing campaigns are an ideal way to gain relevant data for our clients as we find that consumers tend to provide more information when speaking with a representative in person because there is more opportunity to build rapport with the customer," says

## [James Frost](#)

, managing director of Miami Marketing Associates. "Access to deeper analytics on marketing campaigns represents a huge opportunity for our clients to better understand audiences, refine campaigns and bring their unique selling points to the forefront of their campaign."

**About Miami Marketing Associates:** <http://miamimarketingassociates.com>

Data obtained by Miami Marketing Associates is valuable to clients in order to learn more about customer demographics and target markets. In addition to its use in enhancing the customer experience, the data may also be used by clients to supplement other advertising campaigns in the future. Miami Marketing Associates' direct marketing strategies typically have a 5-10% customer acquisition rate for every 100 cold prospects approached. Managing director James Frost believes that approaching cold prospects provides more informative data reporting compared to warm leads. "Our data reporting shows clients how engaged the average consumer is with their brand. If engagement levels are not where the client would like them to be, we can then work together with the client to develop a solution," says James Frost, managing director of Miami Marketing Associates.

Miami Marketing Associates' direct marketing strategies have enabled them to provide highly successful customer acquisition services since the firm opened this summer. Currently Miami Marketing Associates are delivering 1500 new customers a week and managing director James Frost anticipates this figure to increase significantly over the final quarter of the year. Miami Marketing Associates attributes this success to the increased levels of consumer engagement and customer rapport that can be established through face to face interactions. The firm provides a highly cost-effective and results-based service which is driven by performance. "Miami Marketing Associates provide compelling and dynamic visual experiences for consumers through direct marketing. During the short time we have been open for business we have developed a reputation for excellence and reliability amongst our clients, so we can realistically plan to expand into new markets by this time next year," states James Frost, managing director of Miami Marketing Associates.

Written by Australian Business

---

Mimi marketing Associates provide outsourced sales and marketing services for clients in the telecoms, energy, non-profit and entertainment industries.

**Follow Miami Marketing Associates on Twitter** [@MiamiMrktgAssoc](#)

Like Miami Marketing Associates on [Facebook](#)