

LONDON, ENGLAND, October 02, 2013 **/24-7PressRelease/** -- Located in the fashionable area of Angel, [Citipeak Promotions Ltd](#)

is among the most sought after outsourced sales and marketing firms in London. At Citipeak Promotions Ltd, the firm's mission is to be the largest and most effective customer acquisition firm in the UK with future plans involving growth outside the UK. Recent sales figures have suggested that the firm will exceed their growth projections for quarter 3 of 2013 by 2.9%.

'We are very proud of our growth and success throughout 2013. Here at Citipeak Promotions Ltd, we are excited to see in the end of the year and then review how much the firm has grown and flourished within the sales and marketing industry,' said [Nick Johnson](#), Managing Director of Citipeak Promotions Ltd.

In today's economic climate growth, it is a positive step especially for Small and Medium sized Enterprises (SMEs) in the UK. 44% of all SMEs have reported a growth in the last 12 months; this is up from 39% in the first quarter of 2013. Nick Johnson of Citipeak Promotions Ltd can highlight three key areas which have contributed to the firm's continued growth and success throughout 2013.

**About Citipeak Promotions Ltd:** <http://www.citipeakpromotions.co.uk>

Firstly, Citipeak Promotions Ltd ensures that excellent customer care is provided throughout their sales campaigns. Good customer service results in increased brand loyalty for a company. Brand loyalty implies a consumer's successful emotional attachment and long term commitment to a brand. At Citipeak Promotions Ltd, brand loyalty forms a central element of the firm's customer care business strategy. This is because loyal customers tend to buy more products. This results in more sales being made and higher profits for their clients.

At Citipeak Promotions Ltd, the firm's marketing strategy is shaped by overall business goals with the end product being to general sales and make money. In order to achieve this goal, the firm place an important emphasis on understanding the effectiveness of their marketing strategy. By doing this, any changes can be made to areas of the strategy that are not effective enough. This ensures that business goals are met, resulting in more sales being made and more success for the firm.

Thirdly, but most importantly Citipeak Promotions Ltd attributes their expansion and continued

success to the nature of the direct sales industry. A recent survey by Citipeak Promotions Ltd highlighted how supply and demand for outsourcing services has been increasing in the UK. Across London, outsourced sales and marketing firms gain an average of 14 000 new customers per week for their clients. As the largest and most populous city in the UK, London is leading the way for companies who are looking to outsource their sales and marketing and this trend is spreading to other cities both within the UK and across Europe.

"As other companies across the UK and Europe see the benefits of outsourcing their sales and marketing, the demand for direct marketing firms like Citipeak Promotion Ltd is increasing. The high demand now coming from other companies based in other cities in the UK has helped the firm's continued success, growth and expansion," explained Nick Johnson, Managing Director of Citipeak Promotions Ltd.

**Citipeak Promotions Ltd is London's leading outsourced sales and marketing and customer acquisitions firm who offer personalised campaigns that are effective in all areas of direct, face-to-face marketing whether it be business-to-business, business to consumer or events and promotions.**

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