

NORWICH, ENGLAND, October 04, 2013 /24-7PressRelease/ -- Effective communication and unwavering confidence were two of

[Iconic Strategies](#)

MD

[Simon Reynolds](#)

' tips on creating a strong business vision. "Communication is essential in order for others to share your vision," explains Simon Reynolds. "You have to be confident to create a strong vision - if you don't believe in your business it will never get off the ground. Have a very clear picture of what you want to achieve, talk about it all the time, and never question your ability to achieve that goal." Entrepreneur magazine defines a business vision as offering a long-term picture of how a business will create change in the world. A strong business vision incorporates the company's values and motivates people to work for the company, invest in the business or buy the products. MD Simon Reynolds believes that Iconic Strategies collective vision is the driving force behind the company's development: "Starting a business is incredibly challenging and I've certainly encountered obstacles along the way. However, taking the time to craft a vision of the type of company I wanted to create has given our contractors and suppliers the determination to succeed and assist with Iconic Strategies growth."

About Iconic Strategies: <http://www.iconicstrategies.co.uk>

Iconic Strategies is Norwich's most ambitious outsourcing firm. The company works with clients across a range of industries to provide direct marketing and sales services through private site events marketing strategies. Iconic Strategies differs from many other marketing companies by specialising solely on face to face promotions and customer acquisitions at venues with high customer footfall, typically at shopping centres, retail stores and transport hubs. Iconic Strategies MD Simon Reynolds reports that this direct method of engagement with consumers provides a strong return on investment for clients. Iconic Strategies provides an average customer acquisition rate of 5% across all their campaigns, compared to 0.5 - 2% for direct mail campaigns. Additionally, the firm reports increased levels of consumer engagement due to the more personalised nature of the events marketing campaigns: "Iconic Strategies provides a unique, personal experience for the customer in comparison to the 'one size fits all' mass media campaign. As a result, our clients have reported higher levels of trust and brand loyalty amongst the customers we bring in. So as well as quantity we bring in quality, long-term customers, which saves our clients time and money," states Simon Reynolds, MD of Iconic Strategies.

Simon Reynolds credits his passion for triumph, his drive and above all his incredible mentors for the success he has achieved with Iconic Strategies to date: "My mentors were the ones who helped turn a vision into a thriving business."

Sources:

<http://www.entrepreneur.com/blog/223797> <http://www.iconicstrategies.co.uk/iconic-strategies-prove-direct-marketing-is-still-the-most-effective-form-of-advertising/>

Iconic Strategies is one of Norwich's most sought-after private site events marketing companies.

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