

NEW YORK, NY, August 21, 2014 **/24-7PressRelease/** -- Despite being such a fast growing industry, sales and marketing firm [Marketing on 6th](#) are concerned many people are still unsure of what direct marketing actually entails. The term is incredibly broad and with many approaches such as nuisance calls and emails giving the industry a bad name, many fail to realize the success rates of other forms of direct marketing. Marketing on 6th, NYC INC believe that more needs to be done to promote the effectiveness of personalized direct marketing approaches such as face to face marketing and event promotions.

As mentioned, many people associate direct marketing with direct mail, text and telemarketing calls. However in reality the direct marketing industry covers far more varied approaches. Marketing on 6th, NYC INC uses face to face interactions with potential consumers to help their clients develop solid consumer relationships. These relationships are mutually beneficial; they allow the client to learn about the needs of their target audience, whilst also building a clear picture of each consumer's individual requirements which helps provide personalized customer service. The New York-based firm are concerned that some businesses that are using direct marketing lack understanding of this more personal approach and have not learnt how to properly fit direct marketing strategies into their existing marketing strategies.

About Marketing on 6th, NYC, INC: <http://www.marketingon6th.com/about/>

There are a number of ways that businesses from all industries could benefit from direct marketing. Outsourcing direct marketing can dramatically lower marketing costs incurred through internal marketing practices. A recent study by McGraw Hill found internal industrial sales calls cost on average \$589.18 per call. With an average deal requiring around five calls it's easy to see how marketing costs can spiral out of control. Outsourcing both B2B and consumer direct marketing provides businesses with a complete marketing service, which identifies leads and monitors results using specialist industry knowledge to ensure changes in market behaviors don't negatively impact the business. This full service provides peace of mind for businesses lacking in marketing experience and frees up internal resources for other key practices.

[Event marketing](#) and promotions are highly recognized as being more convenient and well received by consumers. This form of direct marketing allows consumers to interact with a product or service through demonstrations, and gives potential customers the opportunity to ask questions face to face with an experienced sales force. Many marketing approaches fail to provide this depth of information, meaning that consumers who experience this form of direct marketing are free to make more informed and comfortable purchase decisions. Event marketing promotions often take place in a retail environment which unlike sales calls and

emails, targets leads whilst they are already in a consumer mind-set and open to interacting with sales people.

Marketing on 6th, NYC INC offer complete direct marketing services to their clients, specializing in event marketing and promotions. Their focus on building lasting consumer relationships through face to face communication means that clients see improved customer acquisition and retention rates. The firm believe that direct face to face marketing is a highly effective tool for increasing brand awareness and their unique campaigns have allowed their clients to see an impressive ROI.

Source:

<http://www.businessinsider.com/the-exploding-importance-of-direct-marketing-2013-11>

Marketing on 6th, NYC INC is eager to expand across the nation, and beyond. Starting only in 2013, their office has grown from a handful of motivated representatives to a dynamic sales and training force.

For more information about their services visit their [Facebook page](#) or follow Marketing on 6th on Twitter [@Marketingon6th](#)