

irsmarketing.

Are You Putting Your Marketing on Hold?



Dear Firstname,

Are you putting your marketing on hold at the moment? Waiting for the restrictions to lift before starting your next campaign?

In the current climate, you are probably in the majority. Companies all around the world have pressed the pause button, wanting to ride out the uncertainty, convinced that this is the best thing to do because "nobody is buying at the moment".

Indeed, at [IRSMarketing](#), Europe's leading B2B sales generation agency, we are advising our clients to do the exact opposite. We've noticed senior-level contacts have a propensity for those all-important conversations AND even more interestingly we have generated 20% more pipeline for our clients over the past few weeks alone!

Interested to learn more?

Then read my latest [LinkedIn article](#) which explains why we are advising our clients to power on through adversity and to continue to build their sales pipeline and bring in revenue.

Best regards,

Iain Borrowman
Chief Executive Officer

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