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Life as we know it has changed – Welcome to the new normal

Dear Firstname,

The sun is shining and, for those of us with kids, this time of year means May half term. But it's been a very different one this year.

For the last several weeks parents have had to find a balance between meeting work deadlines and being a part-time teacher. All whilst hoping the kids aren't too loud when you're on that next management conference call.

However, what situations like this teach us, is the importance of being adaptable, not to give up too easily and to look out for one another.

So that our children still receive an education—we adapt to the rigours of home schooling. To ensure companies continue to function—we work from home wherever possible. And to enable key workers to continue to do their vital work—we practice social distancing.

At IRSMarketing, we have spent a considerable amount of time over the past 2 months looking at the issues our customers are facing during this pandemic and how we can assist. We have taken every opportunity to advise them on workable solutions that still result in huge successes—by continuing to generate new, and build on existing, sales pipeline.

We will continue to look at ways to support our customers in an ever-changing world so that you can rely on us to meet all your pipeline generation needs, both now and in the future.

Why not take a minute to [watch my short video](#) on the importance of staying engaged with your audience.

Best regards,

Iain Borrowman
Chief Executive Officer

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