

# irsmarketing.

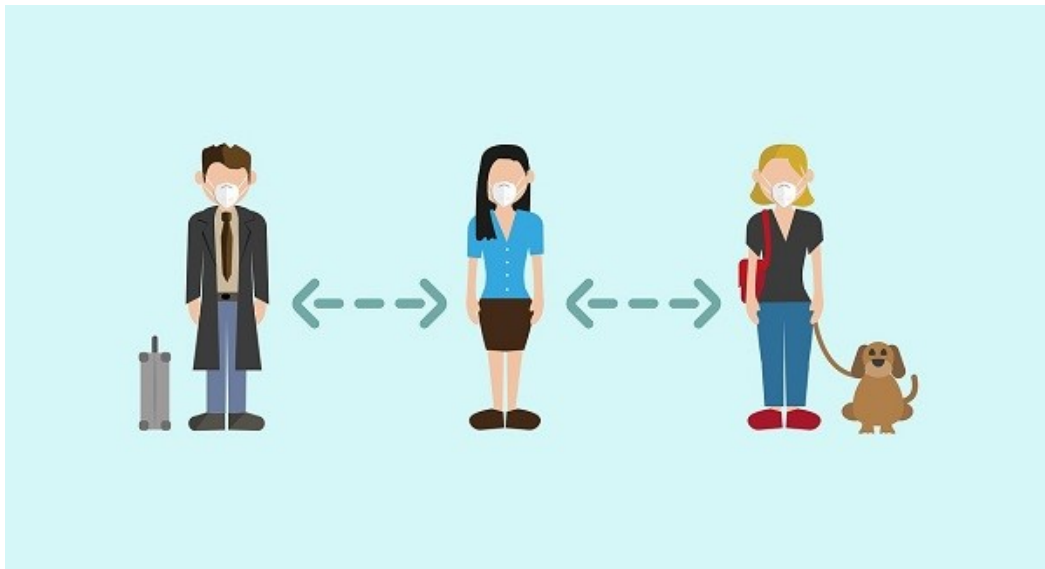
## On your marks, get set, go!

Dear Firstname,

This week has seen a positive and monumental change in the future of the high street.

Non-essential retailers (such as fashion and tech shops) have removed their shutters and opened up their shops to paying customers for the first time in a whopping three months!

Looking back, we could never have imagined this happening—the high street came to a stand-still—but it did. And, it changed a lot in terms of consumers' purchasing habits and needs, meaning companies had to quickly adapt and find new ways of doing business.



This latest relaxing of the restrictions can only be seen as a positive move for businesses.

It signals that the economy is revving up, and that you should be too.

Throughout the pandemic, we have advised our companies to continue with their B2B marketing campaigns; promote relevant content, adapt your messaging, seek out new sales opportunities, and review (and improve) your marketing data.

If like many, you have followed this advice, you'll be feeling confident right now that you are ready to strike while the iron is hot... in fact some of our clients generated on average 25% more revenue during this time than they have done previously.

However, if you haven't made these changes yet, or want some professional advice on how to accelerate your B2B Sales Pipeline, then call us today to speak to one of the team on

**+44 (0)1869 321800.**

We'd be happy to help!

Best regards,

**Iain Borrowman**

Chief Executive Officer