



## Summer Solstice – Celebrate like you’ve never celebrated before!

Dear Firstname,

We all look forward to the start of the Great British Summer, as it usually means we have opportunity to make the final adjustments and add the finishing touches to our work projects, enabling us to jet off on our summer holidays or spend long, lazy days with our families in the great outdoors.

Yet, as we all know, the Summer Solstice this year is going to be very different to the celebrations we have experienced in the past.

But, that doesn’t mean that we can’t celebrate, just that we need to consider **alternative** ways to celebrate.

Perhaps we will be more creative, flexible and adaptable, open to other ideas and suggestions, to allow the celebrations to continue whilst observing social distancing.

Hopefully so. And why not apply that spirit of adaptability to your demand generation efforts?

Rather than putting everything on hold, take the opportunity to look at alternative ways of finding new business.

At [IRSMarketing](#), we offer a wide range of pipeline services to extend your inhouse capabilities. From social prospecting, post-webinar follow-up and inbound response handling to developing an Inside Sales team, company profiling or refreshing your contact data, we have adapted our services and approach to ensure you get maximum return.

So call us on **+44 (0)1869 321800** and let us show you what we can do.

Let the Summer begin!

Best regards,

**Iain Borrowman**

Chief Executive Officer

