

irs

marketing

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## Driving revenue in a post-pandemic world

Dear Firstname,

With many countries around the world starting to ease their lockdown restrictions, hopefully the worst is now behind us and we can all be more positive about facing the future.

But with the market you sell to having changed, possibly forever, how are you going to adjust to the new normal?

At [IRSMarketing](#), throughout the pandemic we have been advising our customers to increase their demand generation efforts to ensure they were building relationships that their competitors weren't. We can now see that this commitment has delivered on average 30% greater returns, creating the healthy pipelines they will need to be successful this year.

### How have we done that?

The techniques we use are fairly straightforward; we expertly blend email, InMail and telephone with over 30 years of technology sales experience. What sets us apart is that we have adapted everything we do to make sure we are able to reach your target audience, regardless of their working location.

So, if you have been waiting on the side-lines and now need to get back in the game, call us now on **+44 (0)1869 321800** to see how we can help.

Best regards,

**Iain Borrowman**  
Chief Executive Officer

