

Privilege Promotions Ltd Focus on Creating a USP to Give Clients a Marketing Edge

Privilege Promotions Ltd already has a definitive position in the marketing industry as they focus solely on face-to-face marketing promotions.

LEICESTER, ENGLAND, June 18, 2014 **/24-7PressRelease/** -- A unique selling point, or USP, is the dividing line that separates a company from every other business in the industry. It is something that makes a company/product different and makes it stand out from the competition. This is extremely important in any business to give itself an edge over competing companies. The USP will be the deciding vote for consumers when it comes to choosing a brand. Businesses need to offer something that their competition does not. It needs to be something truly unique and something that customers actually want.

[Privilege Promotions Ltd](#) is a dynamic, thriving, event-based, direct marketing company in Leicester. They focus on offering successful, cost effective, marketing campaigns that generate results and a guaranteed return on investment. This is done using event-based marketing in retail venues and in store promotions to allow them access to potential customers who are already in an environment where they feel comfortable and in consumer mode.

Face-to-face marketing already gives a Privilege Promotions Ltd a massive competitive edge over mass marketing firms. One-to-one marketing allows firms to personalise their campaigns which makes them much more unique than mass marketing to several people with the same message. This means they are directly able to communicate with potential customers whereas mass media marketing targets a wider range of people, most of which might not actually be interested in what they are offering. [Direct marketing](#) also gives them the added benefit of being able to communicate quickly with their customers as there is no quicker response than talking to someone in person. But mass media marketing firms could take days to reply and it can also be difficult to find out how to communicate with them. In the current computer age where social media dominates the marketing industry, face-to-face marketing is a strong USP in its own right.

Privilege Promotions Ltd is currently working on creating a USP to give their clients a marketing edge. They plan to release the full details of their personalised marketing service and how they plan to attract new clients using this freshly adapted USP in the forthcoming weeks.

Privilege Promotions, founded in April 2014, is a lively, dynamic, thriving event-based direct marketing company based in the centre of Leicester and is expanding throughout the East Midlands. Since establishment the firm have grown constantly and have increased their clientele by 15%.

About Privilege Promotions Ltd: <http://www.privilegepromotions.co.uk/about-us/>.

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