



Bmoozd Starts Free Consultations Over The Phone

February 25, 2016

February 25, 2016 - PRESSADVANTAGE -

Last month a marketing company based in the UK, Bmoozd, started a free one-hour telephone consultation with new and/or potential clients. Now this might not seem like such a strange thing, however based on the fact that this particular company is an online marketing business, and that most of their client interaction is online, an hour's consultation by phone for free seemed like an unlikely move.

Daryl Lawson, the sales director at Bmoozd, wanted to ensure that a more human element and touch was factored into acquiring new clients. After doing a fair bit of research, the team at Bmoozd soon realised that most people shy away from online consultations as opposed to actually speaking to someone over the phone. Unfortunately, leaving the internet out completely was a hard task and the initial point of contact is still via an online form. New clients populate or tick no more than five boxes online, then choose a date and a time that is convenient to them and a team member at Bmoozd calls them back.

What makes this different from most other telephone consultations is that the consultant is not allowed to close the sale or even ask if the potential client is at all interested in the particular service. This is an hour's free consultation with plenty of free advice and after the hour is up, the potential client will walk away with a wealth of information at his or her fingertips.

The consultation deals primarily with social media marketing and branding. New clients are asked questions relating to what they hope to achieve by having a social media presence. Clients are also asked how they feel about social media marketing, and if they feel that it is more of a luxury than a necessity.

The consultant then goes on to explain just how social media marketing will benefit their business and also shows them real live examples of social media campaigns and what can be achieved through social media marketing. Other things are factored into the free hour's consultation which include looking at the power of local video marketing pertaining to social media.

Daryl Lawson, recently was quoted as having said that this form of free consultations is key to what the company is trying to achieve. Having the correct customers and ones that have a true understanding of their exact needs is vital to achieving outstanding results.

This has been a real stepping stone for Bmoozd and one that wasn't taken lightly. However, after a certain amount of tweaking and customization, the initial consultation now seems to be going well and clients like the idea of a free one-hour consultation over the telephone to anywhere in the world.

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For more information about Bmoozd, contact the company here: BmoozdDarylLawsondaryl@bmoozd.com 207 Regent Street London, United Kingdom W1B 3HH United Kingdom

Bmoozd

Bmoozd is a marketing agency based in the heart of London's West End.

Bmoozd deals with clients and companies of all sizes and along with specialising in social media marketing, are also hosting providers and ecommerce developers.

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