

UKita members get it together

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Two Black Country UKita members are helping their businesses grow by using each other's services.

Blue Orange Marketing has signed up for some telemarketing / research services provided by fellow UKita member DJR Marketing; and Wolverhampton based DJR Marketing has selected Blue Orange Marketing to deliver its marketing strategy.

Sharon Kendal has been running Blue Orange Marketing for 7 years and explained: "Because my business is growing so fast there was a risk that I'd stop doing the stuff that made the business successful in the first place. I've got no doubt that research and telemarketing is a solid foundation for marketing campaigns and I couldn't afford to let it slip. I know DJR Marketing through UKita and as we have already developed a working relationship it made sense to use their services."

Daniel Reilly, who owns Wolverhampton based DJR Marketing Solutions, had been searching for the right marketing consultancy for some time. He explained: "We needed a marketing company that had the relevant experience we required, especially with internet marketing. We met a number of potential suppliers and we chose Blue Orange because they have this exact experience but are also a fellow UKita approved supplier."

Blue Orange is now working closely with DJR Marketing to deliver an initial six month marketing campaign.