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COMMERCIAL FIRST ANNOUNCES NATIONAL ROLL-OUT OF MARKETING SEMINAR PROGRAMME

Commercial First, the UK's leading specialist commercial mortgage lender, has announced the extension of its new initiative to help brokers grow their businesses by improving their marketing strategy and performance. Following the highly successful initial series of marketing seminars in the South West, the seminar programme is now being rolled out nationally across all UK regions

The half-day seminars include a comprehensive presentation on how to set up and run a marketing campaign to generate commercial mortgage business, including database management; targeting of communications; marketing methods; website marketing, design of communications and tracking responses. Commercial First's sales teams for the each region will be running the seminars and they will be answering any questions arising from the presentation.

Venues and dates for the national roll-out are flexible and will respond to demand, so brokers that are interested in attending a seminar locally need to contact their Commercial First regional sales manager to obtain further information.

Stephen Johnson, Commercial First's sales and marketing director, commented: "Our highly successful marketing toolkit has produced more than 3,000 campaigns for our broker partners, and we are now taking the marketing message out into the field region by region. In these challenging times, broker need to step up their marketing efforts to maintain income levels, and Commercial First aims to give as much practical support and guidance as we can to help brokers maximise their commercial mortgage business."

Ends

Commercial First

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