

To Whom It May Concern,

I'm happy to recommend Amass Leads Ltd, having worked with them since 2023.

We first started by looking at our digital presence and understanding what was working, what was missing and how the business was coming across online. From there, they helped us improve our positioning so that our unique offers were clearer and the values people experienced when dealing with us in person were also reflected properly online.

That made a real difference.

One of the things I came to understand through working with Amass Leads is that advertising works better when people can clearly understand the business, what it offers and why they should choose it. It is not always just about spending more on ads. Sometimes the real issue is that the business is not communicating properly in the first place.

That is one of the things I appreciated most about working with them.

A lot of agencies are very quick to talk about websites, adverts and monthly fees, but Amass Leads took time to look at the underlying issues first. Their approach was more about putting the business in a stronger position rather than simply selling us another service.

The positioning work also gave us something that could continue to support the business over time. Even when advertising is not running continuously, the business is still clearer, better presented and easier for customers to understand. When ads are switched back on, they are then working with a much stronger foundation.

I have found Amass Leads reliable, easy to work with and genuinely interested in what is best for the business. They explain their thinking, they look beyond the obvious problem and they focus on where money is actually worth spending.

It has been a pleasure working with them, and I would happily recommend Amass Leads Ltd to any business looking for a more thoughtful and value-based approach to marketing.

Philip Onwumah**Managing Director****AP Plumbing and Gas Ltd****Website: www.apgasplumbing.co.uk****Email: admin@apgasplumbing.co.uk****Phone: 07413452423**