Argumentative Essay

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The FINN connective is the latest and emerging business in the field where all the most recent and startup companies are contacting and establishing themselves in the market so that the people should learn the new ways of marketing and endorsing the business plan in such a way where the client may get attracted towards the business plans, and they can establish themselves in the market from where they can firm their steps in business. The FINN connective gives a chance to all the new companies in the field of business to come and explore the new ventures (Hundleby & Allen, 2017).

The increasing demand of the company is increasing because of their unique and innovative marketing techniques that help the people to learn new concepts and ventures. Not only that but by using these all latest technologies, there is a big chance that the new clients may contact them. The way of their branding images and endorsing in increasing day by day and giving opportunity to the clients to contact them, the new pop-up techniques and the social media marketing is giving them the opportunity to enhance their ways to interact with clients, not only that the people are directly contacting them through their website where the client portal helps them to direct them to their sales representative (Banis & Johansson, 2018).

The forms of communication which the company should use include the professional emails handed by the human resource and the advertising departments that can answer all the queries on time. Not only should that but there be the chance of giving them a forum and opportunity of the meeting provided to the people through which they can have proper communication so that the client may feel comfortable to offer their suggestions to the people and they can act upon these suggestions so that people can act on their working methods.

**References**

Banis, A., & Johansson, J. (2018). Political Communication Strategies Applied in Business Organizations.

Hundleby, M., & Allen, J. (2017). Assessment in technical and professional communication. Routledge.