

Successful start to US outreach plan for Hagley West founder



New York City, New York Mar 3, 2023 ([IssueWire.com](https://www.issuewire.com)) - Owner and founder of UK watch business Hagley West, Tim Hayden, celebrated his temporary US relocation in Brooklyn, New York last week by achieving some important business landmarks.

The business sold more than £9,000 worth of watches within 48 hours of Hayden's arrival, with the majority of those sales coming from the target US market. Significantly, Hagley West also received notice that its US business trademarking had been accepted, which will be vital for the future growth of the business stateside.

A planned online watch raffle was won by two followers based in the state of New York, in Manhattan and Long Island respectively, meaning Hayden was able to physically hand deliver the prizes and meet some of his loyal followers.

Hayden has also successfully run a number of his now famous 'Find Tim' challenges during his first week in the US, whereby members of the public try to find his location and shout #LoveYourJourney, in order to be in with a chance of winning a Hagley West watch.

Hayden commented: "Further developing the business is inherently linked to growing the personal brand. It's so important to make human connections with as many people as possible and being here in America myself makes that much more authentic.

"Doing the 'Find Tim' challenges increases our reach significantly and by meeting the US public and by showing gratitude towards them I'm humanising the brand. Connection to your audience is key, and understanding and thanking them is so important.

"We've got so much planned during our time out here and I'm excited to see how it all progresses. It feels like an important chapter in the short history of Hagley West."

During the next three months Hayden will be travelling around the US visiting the likes of Atlanta, Chicago and Minneapolis, among other cities to help spread the word about Hagley West watches.

Hayden is also planning a high-profile, celebrity backed, charity cricket event later in the year which will be held in Menorca, Spain. This all forms part of a dynamic plan to organically develop the Hagley West brand.

For more information on Hagley West, visit www.hagleywest.com. Alternatively, follow founder, Tim Hayden on TikTok @timhayden6.



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