HERKESS MARKETING

COMPETITIVE ADVANTAGE CONSULTANCY & MARKETING SERVICES FOR B2B BUSINESSESS

WWW.HERKESSMARKETING.COM

A STRATEGIC LEAP FORWARD

For most B2B businesses, large or small, there comes a time when you know you need extra help with your marketing, but the budget doesn't allow you to hire an expert full time.

Perhaps you're a small business owner feeling out of your depth and struggling to get the momentum and growth you want.

Maybe you're an in-house marketer that's feeling overwhelmed by conflicting priorities.

Or you may have an established business that's starting to plateau.

Herkess Marketing will help you stand out and communicate with customers more effectively, without spending the earth.

ONGOING MARKETING SUPPORT

I can support you on an ongoing basis with the following services.

SEARCH ENGINE OPTIMISATION

On-page SEO
Link-building

MARKETING STRATEGY

Marketing audits
Campaign planning (SOSTAC)

CONTENT MARKETING

Collateral
Blogs
White papers
Case studies

PUBLIC RELATIONS

Media relations
Social media
Internal comms
Award entry writing
Crisis comms

PAY PER CLICK ADVERTISING (GOOGLE)

Creating ads
Campaign optimisation

BRAND

Positioning
Brand strategy
Brand development

COMPETITIVE ADVANTAGE CONSULTANCY

With Herkess Marketing's competitive advantage consultancy, you can get a unique, affordable service that gives you the expertise of three specialists in one.

1

STRATEGIC RESEARCH & ADVICE

I start with strategic research and a workshop to help you to define a competitive edge that will make your target customer sit up and pay attention.

2

STAFF ENGAGEMENT

I'll help your team get aligned on the new strategy, making sure everyone is engaged, pulling in the same direction, feeling confident, and saying the right thing.

3

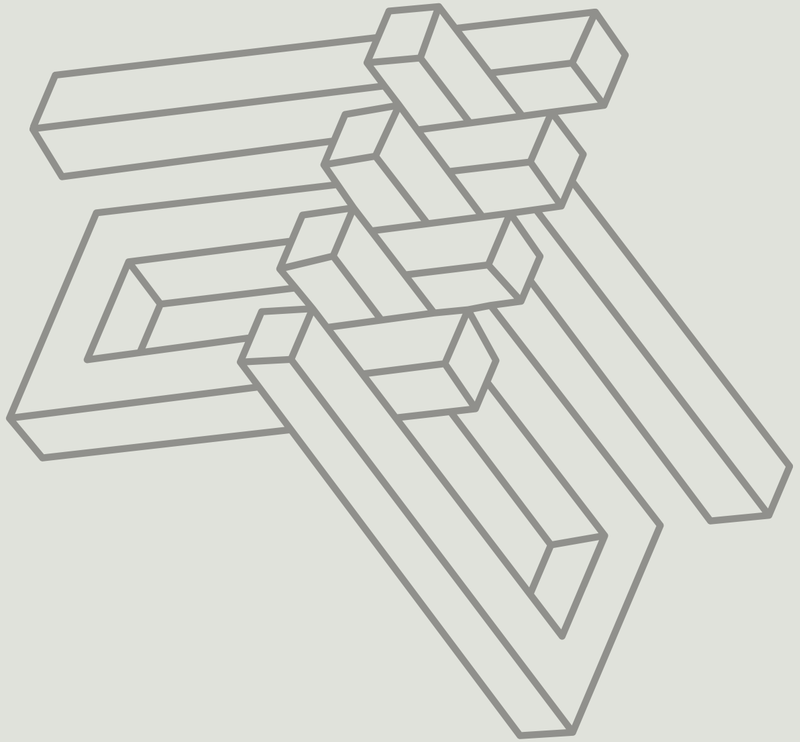
MARKETING ACTIVITY

I'll then use that strategic direction to create a marketing strategy using affordable tactics. I can deliver for you on an ongoing basis working autonomously or with your existing marketing team.

This integrated approach delivers the senior-level clarity you need, boosts staff alignment, and executes the marketing strategy and tactics that will make your business stand out. This will make you more likely to find and convert more high-value clients.

AWARDS

Entering business awards is always time consuming and often disappointing. I can help you to reduce the time it takes you to research and write your entry, and give you a much better chance of being shortlisted and winning.



AWARD ENTRY RESEARCH & WRITING

I can research and write your award entry for you. We'll start with a discovery session to discuss what you want to enter and why, and what information you have to supplement your entry. I'll research it by talking to the relevant clients and staff, then I'll write the submission so it resonates with judges. I'll send it to you and your clients for approval, then I'll submit the entry for you.

AWARD ENTRY REVIEW

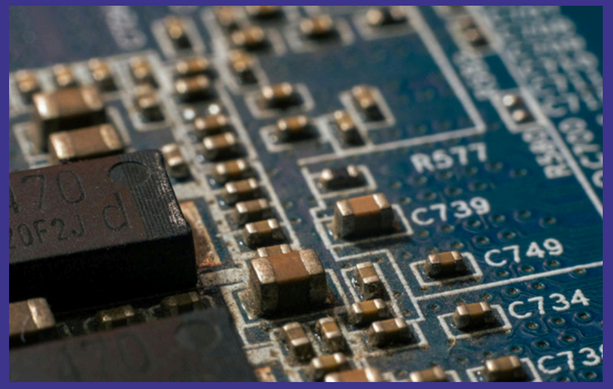
If you'd rather research and write an award entry yourself, I can read over the submission you've written, and give you feedback on how to improve it.

SECTOR EXPERIENCE

CONSTRUCTION

PROPERTY & INTERIORS

PROFESSIONAL SERVICES



TECHNOLOGY & TELECOMS

WHY WORK WITH HERKESS

PROFESSIONAL & EXPERIENCED

Chartered marketer with 24+ years of marketing & PR experience working both in-house and agency-side with B2B businesses.

COMPREHENSIVE SERVICES

Offers a blend of strategic and tactical marketing and PR (digital and traditional).

FLEXIBLE & AFFORDABLE

Able to work autonomously, or as part of a team. Choose the services you want to use and when. Services are priced to be accessible to SMEs.

LEAD DEVELOPMENT-FOCUSSED

All services are focussed on consistently generating quality leads.

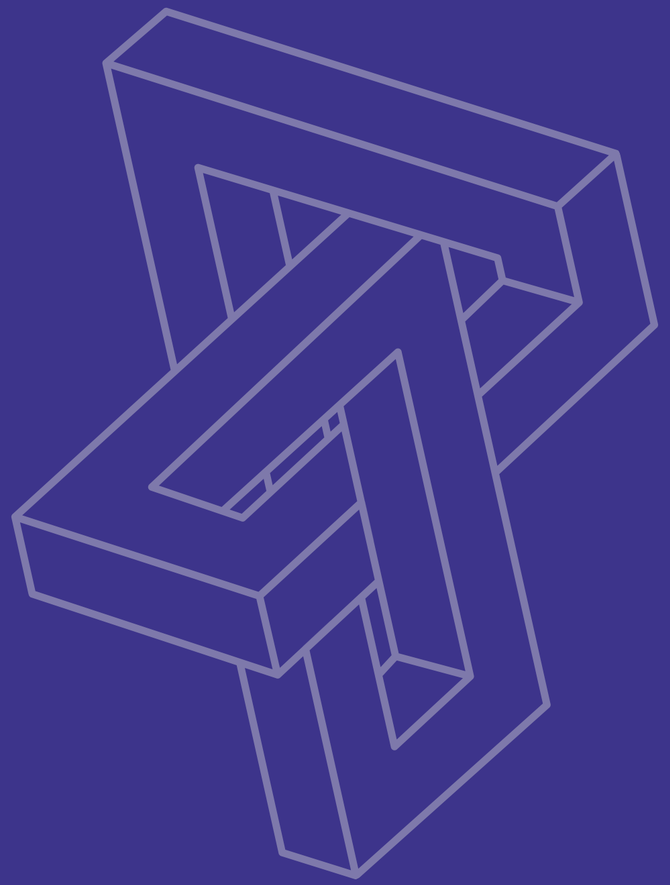
EMMA RADCLIFFE

FOUNDER

I have 24+ years' marketing and PR experience and have worked with more than 40 B2B companies during that time.

I am proud to be a Chartered Marketer via the CIM (Chartered Institute of Marketing) and have been for the last eight years. I have 15 marketing-related credentials (at the last count) and am also a qualified CIM AI marketer, and use this technology to help me achieve more with the time that my clients pay for.

My approach is simple: I'm here to help you succeed. I'll work with you to understand your goals, rivals, customers, strengths and weaknesses and deliver an effective, affordable strategic and practical marketing service that will see your business thrive.



TESTIMONIALS

Here are some comments from people that have worked with me in the past

"Working with Emma Radcliffe was a game-changer for our firm. Her creative and resourceful approach helped us transform our brand into something modern, friendly, and approachable, which in turn significantly boosted our business development. She helped us get more from our marketing budget and stand out in a crowded market."
Cathy Booth, Partner, Mathys & Squire LLP

“Emma brings an incredible mix of enthusiasm and sharp strategic thinking, which helped us achieve perfect clarity in our company messaging and align our whole team. Her dedication and hard work delivered tangible results, generating a reliable, steady flow of high-quality leads. It was a pleasure to work with her.”
Paul Murphy, Owner/Director, Saturn Visual Solutions

"Emma Radcliffe is the full marketing package and is extremely capable at everything from digital marketing to PR, branding and business development. I've learned a lot from working with her."
Tim Sell, Operations Lead, XpertRule

CONTACT

Ready to make your competition irrelevant?
Call or email me now to get started.

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