HERKESS
MARKETING



THE COMPETITIVE EDGE

DRIVING COMMERCIAL SUCCESS THROUGH A BETTER-INFORMED WORKFORCE

THE CRISIS HIDING IN YOUR OFFICE

Many business owners think they are doing a great job of leading their organisation. But research conducted by OnePoll on behalf of Herkess Marketing across 2,000 UK workers has shown there is a massive gap between the boardroom and the 'shop floor'.

- **Invisible leadership:** 55% of UK workers don't know the name of the person running their company.
- **Poor guidance:** Over half (57%) have never been given best-practice guidance on how to do their jobs properly.
- **Directionless:** 51% are unaware of their company's 'values' – the principles that dictate how a business operates, makes decisions, and treats its employees, customers and suppliers.

If your own team doesn't know the basics about your company or what you stand for, how can you expect your customers to?

This internal chaos is exactly why most SMEs struggle to communicate properly with customers.

This white paper outlines how to turn internal clarity into your greatest commercial profit-driver.

WHEN TEAMS DON'T TALK, YOUR PROFITS WALK

Poor internal communication isn't a 'soft' HR issue. It has a huge effect on your bottom line. When teams don't have clear leadership and operate in silos, efficiency collapses.

For every three hours of wages a business pays for,
one hour of productivity is lost through poor communication.

- One in three UK workers (33%) is **regularly forced to repeat work** or perform tasks incorrectly because different teams aren't communicating.

- 61% of workers have received **zero guidance on managing cyber risks**, despite the massive financial threat a breach poses to an SME.

- More than two thirds of UK workers have had **no basic health & safety guidance** on areas like managing stress in the workplace and correct sitting posture at a desk.

- **Younger staff (18-24 yrs) are the least likely to be given guidance** on best practice, health & safety, and cyber risk. This is despite them being at the beginning of their careers and the least qualified to use their best judgement. Accordingly, 65% of Gen Z workers don't know their CEO's name (compared to 55% overall), and they are the age group most likely to be affected by work being repeated due to silo working. Furthermore, 40% of them say they would be happier in their job with better communication.

Without clear, best-practice instruction, staff are forced to do what seems right to them, which leads to costly mistakes and unpolished outputs.

WHY INTERNAL CLARITY IS A COMPETITIVE ADVANTAGE

The biggest and most profitable businesses in the world make large investments in internal communication, simply because there's a clear link between effective internal communication and commercial success.

More than a third of people (35%) in the research said that they would be happier in their jobs if communication was better. This suggests that higher staff retention would protect commercially valuable company knowledge while also reducing recruitment costs.

If workers aren't aware of their company's core values, a consistent brand culture that supports profitability is impossible. If staff don't know what negative behaviour they should call out when they see it - e.g. cutting corners - they won't. Left unchallenged, poor practice quickly becomes accepted behaviour.

THE SECRET TO SUCCESS

Businesses of all sizes should aim to have:

- Visible, accessible leadership
- Set processes for communicating anything important (i.e. culture, health & safety, and risk management)
- A clear and universal understanding of what the company does, how, and why
- A clear competitive advantage in the market

THE HERKESS METHOD

ALIGN BEFORE YOU ACT

To grow your SME business successfully, you must look inward before you look outward.

At Herkess Marketing, we help ambitious B2B SMEs to succeed by following a structured roadmap to competitive advantage:

1. **Clarify:** We nail down exactly why potential clients should choose you over a rival. If this isn't crystal clear to you, it won't be to them.
2. **Align:** We get every single person in your business on the same page about that message. This ensures that everyone - from sales to operations - is pulling in the same direction.
3. **Communicate:** Only once the team is ready do we tell the world. We'll work with you on a one-day-a-week basis on your marketing and PR, making it easier for you to generate and convert high-quality leads.

WHY THE 'ONE-DAY-A-WEEK' MODEL WORKS

Most SMEs struggle to afford a full-time marketing director. Our model gives you senior-level strategic leadership and tactical delivery for just one day a week, leading to ongoing improvement and making it more affordable.

- **Consistency is Key:** Marketing often fails because it's done in short bursts. One day of intensive activity every week ensures that your marketing is strategic and consistent, so the effect of your marketing builds steadily over time.
- **Hands-on Delivery:** Unlike pure consultants, we don't just give advice. Herkess Marketing will act as your outsourced marketing manager, taking responsibility for everything from SEO and PR to award-winning copywriting.

YOUR ROADMAP TO GROWTH

FREE MARKETING AUDIT

When you're busy running a company, it's hard to see the wood for the trees. What looks okay to you might be turning away your ideal clients.

Herkess Marketing offers a f**ree Business Attractiveness Audit** to help you see your company through your customers' eyes.

This audit will provide you with the clarity you need to stop wasting effort and start focussing on what will actually drive your business forward.

To get your audit, simply email enquiries@herkessmarketing.com

ABOUT HERKESS MARKETING

Herkess was founded by Emma Radcliffe, who has more than 24 years of marketing, PR and internal communications experience and has worked with a wide range of B2B and B2C brands including Specsavers, Panasonic, easyJet and M&S.

She helps B2B service businesses in sectors like tech, law, and construction to find their competitive edge and communicate it both internally and externally on an affordable and consistent one-day-a-week basis.

Herkess Marketing
Email: enquiries@herkessmarketing.com
Visit: www.herkessmarketing.com