



**Harnessing the power of communications
to promote and grow your business**

Cut through the noise



hey.me.co.uk



Your Hey Me Team



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Manager



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Communications
Executive



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Business Support
Manager



HEALTH CHECK

- Review business plan
- Auditing existing comms vs competitors
- Audience benchmarking

CRAFT YOUR MESSAGE

- Culture
- Personality
- Messaging
- Tone

CUT THROUGH THE NOISE

- Tailored communications
- Channel
- Method
- Timings and frequency



Recap



Turn Outreach into Sales: Sending lots of messages out but not getting any sales?

- Health Check: Auditing current activity
- Gain clarity
- Review audience needs and reasons to believe
- Look into your competitors and listening

Craft Your Message: Run out of ideas and don't know what to say?

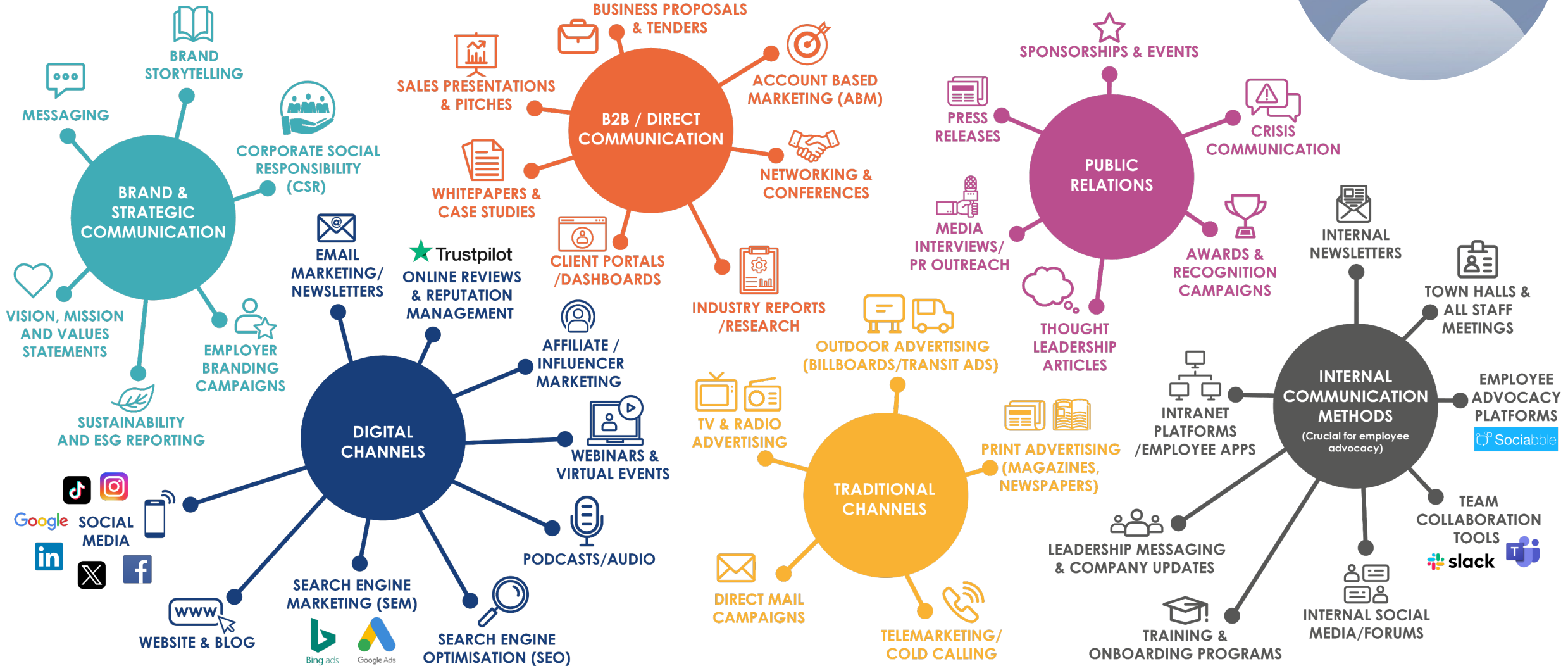
- What are you trying to achieve
- What do you offer
- How do you do it
- Who is your audience & what do they need/ value
- What are the themes
- Be consistent



Cutting through the noise



Methods of communication





Do I really need to do all of
this?





What is right for you?

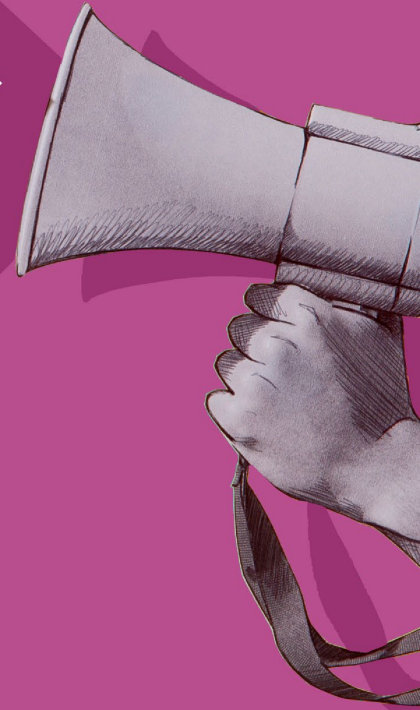
Making sure you're in the right place

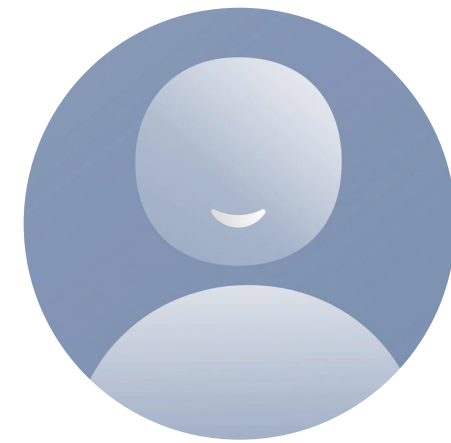
1. What are you trying to achieve and what action do you want from your audience?
2. Who is your audience and where do they find their information? What sources do they trust most?
Can you get analytics?
3. What resources do you have available? Time, budget and expertise.
4. Product or service – does it matter?
5. What phase are you in? When is your product/ service needed?



Character focus: Branding

How to can you maximise on your brand?





What is branding and how can you use it?

- Business name, logo, colours, and imagery

How can you use it?

- Presentation decks
- Social media graphics and updates
- Websites and directory listings
- Branded workwear and PPE
- Signs and banners
- Adverts

TOP TIPS

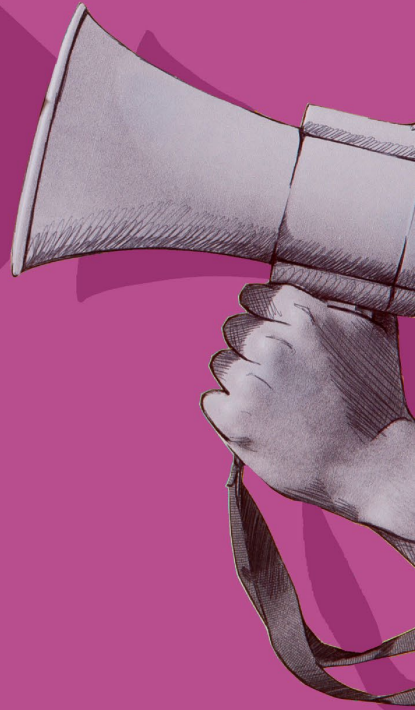
- Bold, simple and space
- Use it everywhere
- Make it visible
- Be consistent



Character focus:

PR

How to effectively work with the media





Engaging with media

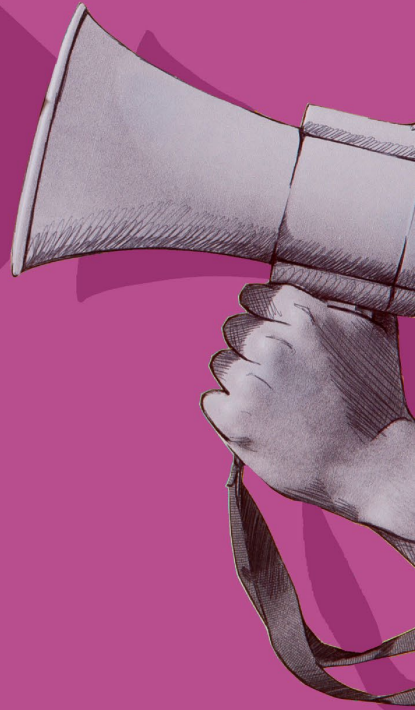
Top Tips

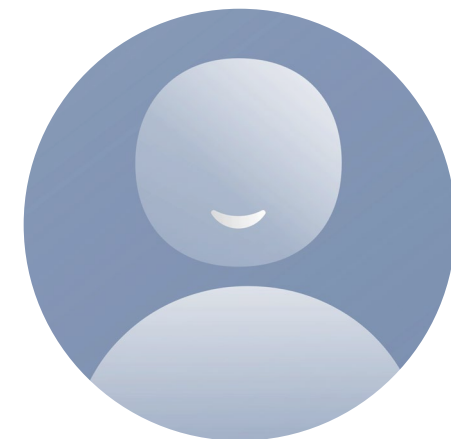
- Get to know your publications and journalists before you send your release
- Send 2 pictures - 1x landscape and 1x portrait – over 1mb
- Include a snappy headline that includes your business/ brand name (and location for local media)
- Include a quote
- Avoid jargon
- Add a boilerplate/ 'notes to editors' that gives a summary background of your company and link to your website



Character focus: Case studies

Audiences like to see solutions in action





Developing a good case study/ testimonial

- Telling your story through examples
 - – it doesn't have to be real

What to include:

- Background: situation, client, industry
- Outline the challenge or problem
- What was the goal?
- How did your solution help?
- What was the impact?
- Timescale
- Results

TOP TIPS

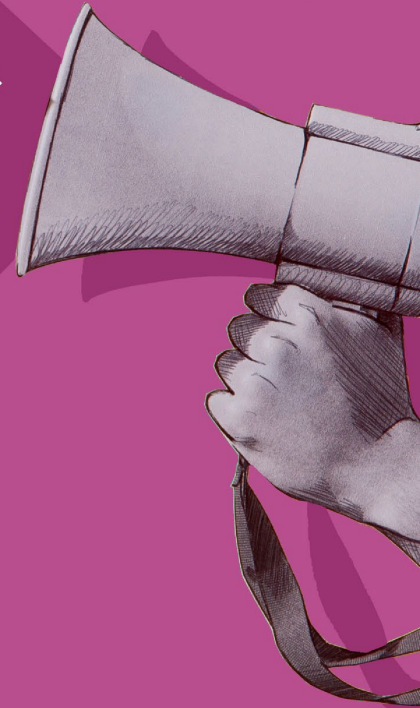
- Remember a case study is a showcase piece
- Keep the information relevant to this example
- Be concise
- Include a quote or testimonial
- Get sign off from collaborators and clients mentioned
- Include contact details

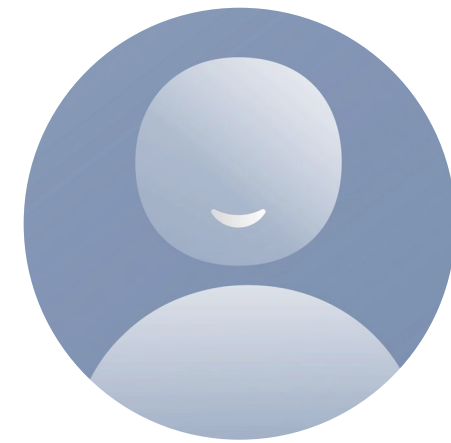


Character focus:

Online

How can you use social media and websites?





Online is complicated, where do I start?

- Websites, social media, search, email, SEO, AI

How does it help?

- People search straight away
- They will look for examples of work or reviews

What should you focus on?

- Email = point of contact
- Website = shop window
- LinkedIn = professional knowledge share, build connections & recommendations
- Instagram = Shop window, community & culture
- Facebook = community
- Google business listing = billboard & reviews

TOP TIPS

- Include a signature on all emails
- Think about who will see it and when they will see it
- Tell your story
- Be truthful, relatable and real
- Ask for reviews and recommendations
- Include contact details

Websites, search and AI

Traditional search is now augmented by Answer Engines

- ChatGPT & Claude, Google Gemini and AI Mode, Perplexity

Google Search itself now gives priority to AI Overviews in many of its search results

TOP INFO

- Consistent presence and reputation across the web -
- 80% of AI opinion of brand comes from 3rd party sources
- AI looks for entities (not just keywords) and will consistently surface brands that are linked to specific solutions or categories

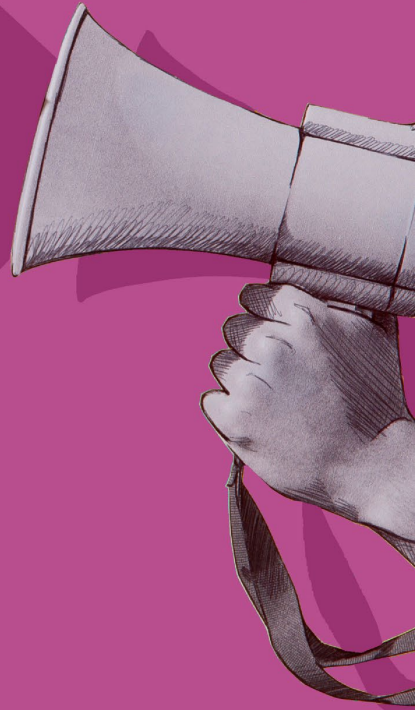




Character focus:

Social media

Embrace the power of social



LinkedIn for business

Average engagement rate on LinkedIn is ~3-3.5%
(Adobe)

40% of LinkedIn visitors engage with a **page**
organically every week (Source: LinkedIn)

5.6x Pages that post weekly have **5.6x** more
followers than pages that post monthly
(Source: LinkedIn)

- Posts with images receive **2x** as many comments as text posts
- LinkedIn videos receive **5x** the engagement



Meta for business

Instagrams ave engagement rate ~0.45 – 0.6%
Facebook ave engagement rate ~0.06 – 0.2%
(adobe)

Instagram's average organic reach rate is ~20%,
meaning 1 in 5 followers see organic posts without
paid spend. (socialstatus)

Men aged 25-34 make up 18.5% of all facebook users
(single largest demographic) (buffer)



Social media's affect on behaviour

- Algorithms are king
- Audiences are more passive
- Video rules
- Personalisation is key
- Educate, entertain and inspire





Embrace the power of social media

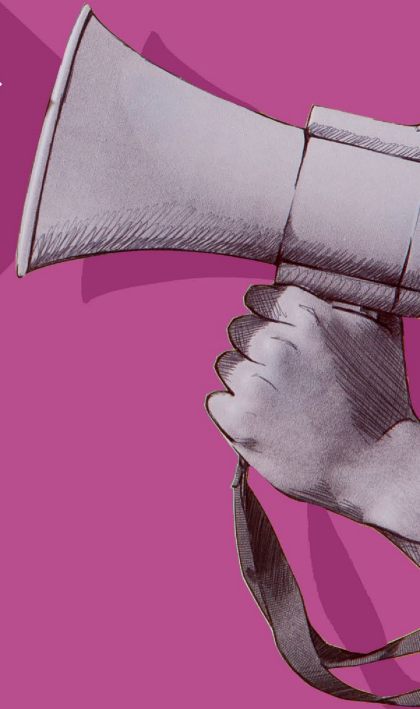
Top tips

- Include profile links in your email signatures
- Think about who will see it and when they will see it
- Tell your story
- Be truthful, relatable and real
- Connect with people as soon as you meet them
- Share something with contacts that adds value to them – entertaining and educating still rule
- Ask for reviews and recommendations



Character focus: Networking & events

Sometimes face to face is the best way





How can you make the most of networking

- People buy from people
- You can increase awareness and reach through face to face events

How can you use it?

- Make new connections
- Meet with people you don't get chance to speak to regularly
- Ask for introductions and build relationships
- Practice a sales pitch or gain input on a new idea
- Gather information and industry insight

TOP TIPS

- Research the type of event
- Decide ahead of time what you will use it for
- Review attendees and shortlist who you would like to speak to
- Follow up, follow up, follow up



Make a plan

- Be realistic
- Be consistent
- Be effective





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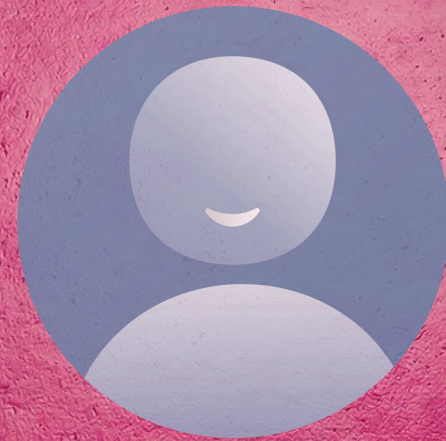
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Key takeaways

Follow these 7 simple steps:

1. Be clear and consistent
2. Think = action: what do you want from your audience
3. Understand your audience needs
4. Choose the right tools
5. Tailor your message and format
6. Review your results regularly
7. Ask "So what?"





What's next?

Use your new skills to plan and execute some communications

email amy@hey.me

LinkedIn <https://www.linkedin.com/in/amyjbell/>

LinkedIn Hey Me

<https://www.linkedin.com/company/hey-me>

Good luck!



hey.me.co.uk