

Keskidee Marketing transforms YRH's Achilles heel into a profit generating function!



*Taking a step back to identify what's not working and why can be tricky to do in-house yet it's vital in order to achieve future success.*

## ABOUT YRH FINANCE TEAM

Established in 2007 and with more than 80 people covering most of the UK, Your Right Hand Finance Team (YRH) works in a flexible, affordable way to professionalise the operational finance function of SMEs, so those businesses can grow faster and be even more successful; more efficient and profitable, with better cash flow and less business risk.

Their finance people work with business owners who feel frustrated by the lack of visibility they have around their numbers and their day-to-day financial processes and who feel the business could be doing better. They know these businesses don't need, and shouldn't have to pay for, a full-time finance manager, and they know that the finance function needs to be focussed on profit and cash improvement and not just paper-pushing and bean-counting.

## OVERVIEW

YRH has struggled to get the right marketing resource into the business. In 2018 they were in the frustrating situation of spending a lot but not seeing results which was ultimately holding the business back as their business plan involved central marketing generating 25% of the business. The impact was not just on the business, it also had a significant personal impact upon Jennifer Raines, Founder and Managing Director. She recalls, "I knew there was a problem and I knew the current situation wasn't working, but I didn't know how to fix it! I was on the verge of giving up and shutting down the marketing department."

Enter Keskidee Marketing. Recommended by a sister company, Keskidee Marketing became the driving force behind setting up the marketing function properly. Bridget hit the ground running for YRH, fulfilling the role of a Marketing Manager on a part-time consultancy basis. From re-establishing the brand, core values and messaging, to bringing the strategic plans to fruition with lead generation, Bridget's experience, skills and open approach made a difference day 1.

# WHAT JENNIFER SAYS ABOUT KESKIDEE



Jennifer Raines,  
Founder &  
Managing Director,  
Your Right Hand  
Finance Team

*"Bridget was like a breath of fresh air for me. She was competent and confident, and she made things happen. Her honesty was very refreshing - for example she told me I was being completely unrealistic about the amount of resource needed to achieve our goals and the areas to invest in. Bridget ensured that our marketing foundations were solid and working, before building out a marketing plan and working closely with our business strategist. Thanks to Bridget our sales and marketing teams were working in unison, which was reflected in our conversion rates."*

*"Bridget is very generous with sharing her expertise; she really wants to help her clients understand what's happening and not keep it all under smoke and mirrors. Keskidee Marketing took the stress out of marketing for both the business and me. As a growing business we needed to be able to access flexible expertise, we couldn't afford to bring someone on full time. Outsourcing to Keskidee Marketing meant we knew we had the A Team but it remained affordable, and Bridget integrated with us so well she always felt like a full-time colleague."*

*"Keskidee Marketing was key to sorting out our operational marketing function until we needed, and could, afford a full-time marketing manager for the next step of our journey, and it was a delight working with Bridget, if felt like she had our back!"*

## APPROACH

### Get the basics right before moving on:

It can be tempting to dive in straight away to shouting about your products or services. But getting the building blocks in place like templates and procedures will aid set-up, planning and reporting in the long run.

### Start internally:

Getting your internal communications right can contribute hugely to your overall success. Core values and messaging are often overlooked but until your team understand what your organisation and brand stand for, your external marketing will never be consistent or as successful as you hope.

### Marketing is not an island:

Enabling strong and supportive relationships between departments, especially sales and marketing and also senior management, will lead to achieving shared goals and a healthy working environment.

## RESULTS



**'Client Wins' from central marketing activities doubled**



**Contributed towards number of sales meetings increasing 300%**



**Cohesion and confidence within the company soared**

## CONCLUSION

SMEs often find themselves in a tricky situation where they cannot afford to take on full-time marketing personnel, yet they are aware there is a disconnect between departments and their external communications aren't proving to be fruitful. Outsourcing your marketing gives you access to expertise right when you need it, removing the pressure on senior management and the business.

Taking a step back to identify what's not working and why can be tricky to do in-house yet it's vital in order to achieve future success. We worked with Your Right Hand to review and revise the current procedures and activities to ensure they were on-brand and to establish the infrastructure on which to build campaigns upon.

We take pride in immersing ourselves fully in everything marketing-related for our clients, which for YRH also meant joining coaching sessions and attending leadership meetings. Understanding the wider cross-department and company goals and working closely with the sales team in particular will ensure that conversion rates of leads generated, and overall success will be maximised.

NEED HELP WITH MAKING YOUR MARKETING MORE EFFECTIVE?

GET IN TOUCH

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