



MACHINERY
& BUSINESS ASSETS



INVENTORY



REAL ESTATE



ACCOUNTS RECEIVABLE
& INVENTORY FIELD
EXAM



INTELLECTUAL
PROPERTY

BEHIND THE BRAND INSIGHTS FROM AN IN-HOUSE MARKETING TEAM

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ROLE OVERVIEW

No week, day or even hour is the same working within the Marketing department at Hilco, and this is reflected in our responsibilities. There are essential tasks that we work on daily across all our service lines, such as web sales page creation, social media content management, event planning, email marketing, and administrative duties.

TARGET AUDIENCE

Understanding your target audience is essential in marketing because it ensures that your messaging resonates with the right people, to increase engagement and conversions. It further helps to allocate resources effectively, maximising ROI by focusing on the most relevant channels.

From the Marketing department's perspective, identifying the target audience in a multi-asset advisory business involves segmenting clients based on their sector specific requirements. This is achieved by analysing and researching client behaviours and preferences, we can craft tailored messaging and solutions that speak to their unique financial needs. This approach helps drive meaningful engagement and build long-term, trusted relationships.

CONTENT CREATION

Marketing within this sector focuses on information-based content to establish trust and brand legitimacy. Content needs to be multidimensional, extending beyond simple promotion by providing value and building relationships.

When building a new campaign for socials, it is key to look at the analytics from previous content to measure

what worked well and what improvements can be adopted. Our most utilised social channel is LinkedIn and we have found their analytic functions helpful in tracking campaign performance, understanding audience engagement, and optimising reach and conversions.

It is important to question if your brand's personality is being accurately portrayed when pitching a campaign idea. Brand personality is crucial in Marketing as it shapes customer perception, builds emotional connections, and differentiates the brand in this niche and competitive market.

CHALLENGES

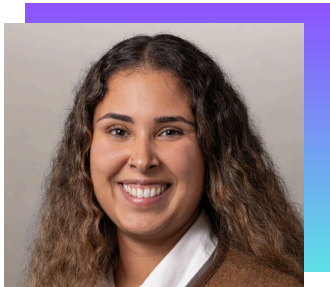
Topics of concern can arise from a specific sector or within the Marketing community and change depending on several external factors. Balance, however, is a challenge that can present itself in all Marketing collateral year in year out. Striking a balance between authenticity and creativity to ensure the brand's message resonates with target audiences can be challenging. Content must align with the brand's values with the diverse preferences of consumers while maintaining consistency across various channels without losing its core message.

Adjusting to new algorithms are a constant challenge. When social media platforms like LinkedIn change their algorithm, it can disrupt content visibility and engagement strategies. These changes can lead to fluctuating results, requiring constant testing and adaptation of strategies to maintain effectiveness and achieve business and marketing objectives.

FUTURE TRENDS

In the wake of more recent social media platforms, short-form video content is becoming a key marketing trend. This type of content captures attention quickly, engages audiences effectively, and is easily shareable across platforms, making it ideal for building brand awareness.

Personalisation and brand authenticity are emerging as crucial marketing trends, as consumers increasingly seek meaningful, tailored experiences and connect with brands that are transparent, genuine, and aligned with their values.



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