



Spotlight on: **Security guarding** **PR and Content Marketing**



HENLEY GROUP INTERNATIONAL

Helping to open up business How security marketers can build competitive advantage as lockdown is eased

As lockdown is eased and organisations start to go back to work, a number of challenges prevent a return to 'business as usual'. The need to maintain safe social distancing, tighten access to buildings and ensure newly opened sites are secure presents thorny problems for most. These organisations will be looking to their security providers for support.

The COVID-19 pandemic brought great disruption to security guarding, with the closure of customers' sites across the UK, and the resulting furloughing of many staff.

Those guards that remained on the frontline ensured that vital businesses remained functional, and kept those directly involved in the fight against COVID-19 safe to do their vital work.

It's a reminder of the key role that the security sector plays in keeping the UK's lights on, doors open, and engines running.

Now, with the relaxation of lockdown, Security Guarding providers need to remind customers why their services remain essential, and they must differentiate themselves in an already crowded marketplace. Above all, they must show they understand the new challenges that their customers face in the 'new normal'.

To help with this, we have identified three trends that Security Guarding marketers can tap into. They are the result of analysis conducted by The Henley Group International, a B2B PR and content marketing agency with lengthy experience in the security sector.

And if you don't have the time or resources to leverage these topics, call the Henley Group. We can help you harness these themes by creating engaging content, posting it online, pushing it across your social media and getting it into your target media.

To find out how the Henley Group can help with your PR and content marketing contact James Tate on james@henley.co.uk or 01491 570 971

Trend 1: A return to resilience

The COVID-19 pandemic revealed just how tightly-engineered most business processes have become in recent years, and how there is little or no slack to meet unexpected crises. The previous focus on 'just in time' is therefore expected to shift to one where managers must reconsider 'just in case' scenarios.

This presents an opportunity given security has typically been considered a 'grudge purchase'. Businesses will now be looking to build resilience in their organisations and develop the agility required to meet potential future crises; such as a potential second spike in COVID-19 infection rates.

This pivoting will require them to overhaul business procedures that may have worked in the past, but which are now redundant. They will be looking for guidance from their security providers. This presents a commercial opportunity for security providers to elevate the value of the services they offer.

Trend 2: Technology and people

Ensuring that workplaces are safe for workers to return to following the easing of lockdown represents a real challenge for businesses. They must carefully balance the need to return to normality with their duty of care and the health and safety of their workers.

For many, this will involve a combination of technology such as video cameras to detect body temperature, ensure safe distancing and confirm masks are being worn; or touch-free access control systems that allow people to enter buildings safely.

But even where this technology is employed, well trained security guards will be required to oversee its application and take over in the event of positive tests, PPE oversights or unsafe distancing. They will be the glue that will hold these systems together.

Trend 3: The move to value-added services

This points to a broader trend in security guarding that is only set to accelerate following the COVID-19 pandemic: the move to escape commodification and the resulting price pressure it invites, towards higher value services.

While there will always be a need for essential guarding services that cannot be fulfilled through technology, wise security providers are developing the skills of their people to allow them to fulfil more valuable functions.

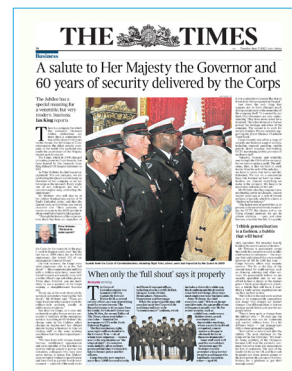
These include providing concierge services, for example, made possible by equipping guards with the 'meet and greet', first aid and people management skills necessary to provide greater value to the customer and move the service up the value stream.

Henley Group experience

Over the years the Henley Group has worked for many of the UK's market leaders in guarding and related professional groups and bodies.

We have supported these organisations with PR and content marketing activities to help raise brand awareness, develop thought leadership and support lead generation and support sales efforts.

The Henley Group has also helped them deal with crises, manage issues and influence debates.



Profile of Corps Security
in The Times



For references please contact [Brian Sims](#), editor of Security Matters, or [Andy Clutton](#), editor of PSI.

Copies of other Insights and Passnotes, the Henley Group's guides to best practice in PR and marketing, can be downloaded at

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