



Spotlight on: Testing and Certification PR and Content Marketing



HENLEY GROUP INTERNATIONAL

From 'just in time' to 'just in case': How testing and certification marketers can build competitive advantage

Organisations face more challenges now than perhaps at any time over the last fifty years. A trade war between the USA and China, the rapid adoption of automation, climate change and most recently, a pandemic, have placed great stresses on businesses.

Faced with these seismic changes, many have become more innovative in the face of adversity. They have unearthed new ways of working and, most recently, have made huge technological strides in the course of only weeks in a bid to stay operational.

Testing and certification providers now need to pivot their PR and marketing activity to address this new world. They need to ensure their services remain relevant. They need to differentiate themselves in an already crowded marketplace.

Above all, they must show they understand what is driving the changes in testing and certification, and still remind end-users why investing in quality - and the standards that support it - remains vital in these challenging times.

Marketers can do this through engaging and shareable content that drives lead generation efforts, and opinion-based PR activity that raises brand awareness. To help with this, we have identified three trends that are ripe for marketers to 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 testing, standards and certification sector, supporting brands such as BSI, SGS, NAPIT and many others.

And if you don't have the time or resources to leverage the topic, call on 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 has revealed just how tightly engineered supply chains have become in recent years, and how there is little or no slack in the chain to meet unexpected crises. This focus on 'just in time' is expected to shift to one where managers must consider 'just in case' scenarios - and not simply as they relate to supply chains, but to their entire organisations.

Adding in resilience across their organisations will require managers to readdress business processes and overhaul procedures that may have worked in the past, but which are now redundant. To do so, they will be looking for guidance from standards and certification providers on how to future-proof their firms.

Trend 2: Quality processes and products

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.

PPE equipment will need to be correctly specified and used, while procedures to maintain social distancing will need to be employed. The net effect of these changes in the workplace could be a greater focus on product and process quality, and the testing and certification that will ensure that this quality is maintained, and the correct standards are adhered to.

Trend 3: Think local - and global

When the world went into lockdown earlier in 2020, it was on the back of geopolitical shifts that were already forcing many countries to turn inward. The USA / China trade wars, Brexit, and increasing industrial automation had prompted many countries to reconsider their own food production, pharmaceutical manufacturing and national infrastructure, for example. While exporting will remain crucial for UK plc, testing and certification sectors can help these same businesses as they strive to meet the new needs of domestic markets.

Case Study: SGS

The Henley Group supported standards and certification provider, SGS, with PR and content marketing. We created technical articles, case studies, opinion pieces, blogs and website copy to promote standards such as ISO 9001:2015. We promoted environmental standards such as ISO14001:2015 and ISO:50001, as well as business resilience standards like ISO 22301:2012.



Frog bikes ISO9001 and 14001 case study

Case Study: BSI Product Services

For many years, we also promoted BSI Product Services' product testing and Kitemark schemes. We created feature articles and case studies and arranged interviews with its Managing Director on the need for product quality.

Our work resulted in extensive press coverage in The Times, The Mail on Sunday, and a detailed feature in Management Today, among other titles.



Launch of child safety online Kitemark

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

www.henley.co.uk



Market House
33 Market Place
Henley on Thames
Oxon
RG9 2AA

Tel: 01491 570 970
Fax: 01491 575 327
Email: group@henley.co.uk
Website: www.henley.co.uk

 @Henley_Group

 The Henley Group International

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