



Hello!

We have welcomed lots of new firms into our Network recently from Japan, Kuwait, Honduras and the Phillipines, with about 5 more in the pipeline, and many of them taking up our new branding.

We also want to say thank you to those firms who have been rebranding in our new livery including Kreston Sri Lanka, Kreston Van Herwijnen, Kreston Kairos, Kreston Iberaudit and many more of you around the world.

As all good marketers know, understanding what our clients want is the most important activity we can do. Our Kreston Members' Survey, launched at the end of February has given us insight as to how our Firms view the Network and what they want from it. One of the top requests is a "more high profile global brand". The more firms brand themselves Kreston, the more our brand becomes known.

We currently have 90 firms out of 180 in our network that are Kreston-branded, and we know that it is a lot easier to refer clients to firms who are called Kreston. So help us to build the Kreston brand by adopting it in your firm name. Over to you!

Finally thank you to everyone who has helped to support our Kreston Ukraine firm: we have formed an alliance with some of our European firms and other networks to help find our Ukrainian colleagues employment and housing in Europe. Here in Kreston Marketing, we hope to be working with their digital marketing expert in the coming weeks for a while. We would love to hear other stories if you know of help you have offered.

Virginia and Lynsey



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**Marketing
Heads Up
is officially
1 year old!!**



Connecting Kreston worldwide



We have lots of new groups being launched this quarter, including the launch of the **Global Audit Group**, led by Theo Theodoulou from Kreston ITH in Cyprus. The Group will be focussing on sharing Audit best practice, knowledge and more referrals across the network.

We have a new **Kreston HR expert network** led by a steering group of HR directors from member firms in France, UAE, USA and UK. They will help the Network develop more knowledge around HR best practice, talent management and retention, supporting our secondment programmes and Kreston leadership development.

We are also working to create regional collaboration, led by the first regional group, **Kreston Middle East**, chaired by **Sudhir Kumar**. **Kreston Africa** is next to launch, and then we will be working with other regions to drive closer working and business development.

Quarterly Marketing network forums for all Kreston Marketers

The Members' Survey indicated that you would like more interaction as a Network and a chance to find out more about how to market Kreston.

Come along to our new marketing forums, which will be 45 minute sessions on a topic with a question and answer for everyone as well. Please let Virginia or Lynsey know if there is a topic you would like to see discussed.

Dates

April 29th, July 1st, October 7th @ 1pm UK time

Contact virginia@kreston.com to get an invite and a Zoom link.



Marketers must encourage partners and fee earners to do their own social media posts to unleash the power of their personal brand

Simon Marshall, Founder of TBD Marketing and social media expert

Marketing Senior Leaders Forum

We have a group of our Network's senior marketing directors and heads of marketing who meet quarterly to discuss joint areas of interest. The next meeting, on marketing team structures and budgets is on **10th May**.

Next Digital Marketing group meeting

26th April @ 1pm UK – focussing on Google Analytics and measuring ROI. Kiara from Kreston Puerto Rico will be talking about social media in your marketing strategy.

Join their LinkedIn group here.

Kreston Net Societal Impact – living our Purpose



A number of you are on your own Purpose journeys in your member firms, and here at Kreston Global we embarked on ours last year, helped by many Marketing people in the Network.

We concluded the first part of the journey with a draft Purpose – we believe that Kreston Global exists to connect people to help them make a positive impact on our planet. This is now being further developed and integrated into the Kreston Strategic Plan, ready for Board review and approval prior to being announced to the Network later this year.

Meanwhile the second phase of the programme is to look at how we deliver Net Societal Impact to our stakeholders. This entails a full assessment of what we currently do, and where we can improve our impact in all areas. When this is ready we hope many of our firms will join with us to help implement the strategy worldwide. More on this to come.

New team member

Welcome to Nicoletta Iodice, who joins Kreston in a new role of Event Manager. Nicoletta will help us to ensure the member experience is even better and allows as many of you as possible to come together and build strong international relationships.



Kreston Futures: involving younger Kreston members in the Kreston Network

We believe we need to involve our younger Kreston people more in our network and ensure they feel connected to it. We are setting up an International managers' group, under the Kreston Futures programme banner, to enable them to build their own networks across Kreston so they can be effective international business referrers in time, and also help us to develop programmes that benefit them. If you know someone who would like to join this, let Virginia know on virginia@kreston.com



Marketing Resources

New 2022 Kreston Global Network statistics social media banner available here.

Kreston Corporate brochure – Introducing Kreston – the international advisory & accountancy network

Marketing spotlight

Australian member firm McLean Delmo Bentleys launches new client relationship program

Louise Hutchings, Marketing Manager from McLean Delmo Bentleys shares her insights into her recently-launched client relationship program.

McLean Delmo Bentleys is located in Melbourne, Australia. We have been serving clients for over 50 years and have been a Kreston member since 2002.

In 2020, we launched a Client Relationship Program (CRP) to differentiate our relationship with our top 50 clients. The program was launched to provide a framework for excellent client service delivery, deepen the relationships both within the client organisation and for the client within our firm to provide a compelling value proposition.

We have developed a toolkit to assist Partners and their teams which starts with a program outline and annual client account plan template.

Our client relationship model outlines four key areas that underpin our program – effective relationship building, client service delivery, a consistent articulation of the firm’s value proposition and a great team approach.

The program is flexible and offers a menu of options for Partners to consider. For example, program elements include:

- Lessons learned workshop – undertaking a client workshop to identify what worked well and review all aspects of the work delivered.
- Tailored training sessions – provide the client with a tailored list of relevant topics to help the CFO/CEO educate their team that will add value to the client’s business.
- Client-focused capability statements – provide the client with a snapshot of what we can deliver and the range of services we offer as a discussion point.
- Board room client / CRP team activities – to bring together the client team with our team, generate discussion and strengthen relationships.



With the program underway, we are part way through the first year and laying the foundations for developing the program. We will review the program and kick-off planning for 2022/23 in the next few months.

In the end, the success of the CRP will be measured by building multi-year business relationships that provide real value to our clients and work that grows over time.

Marketing Shout Outs

Big shout out to Kreston Menon for the launch of their Doing Business in Dubai guide, which featured in many print, online and television media outlets, and was supported by social and event-based marketing activities. Also we have enjoyed reading Exco Poland’s Friday round up LinkedIn posts, plus a big thank you to Kreston South Africa for reposting the recent Audit Blockchain article we wrote recently! And congratulations to Mascha and Kreston Van Herwijnen for their new website and brand launch.

Tell us what you are doing for your Marketing activities and we will give you a shout out in the next edition.

Kreston online

Congratulations to Kreston Bahamas who has just launched their Kreston-branded website using our agency Akiko and the Kreston member firm template we developed to make life easier and cheaper to implement.