



RUSSELL
COMMUNICATIONS

Reputation: Your most valuable asset

“ Regard your good name as the
richest jewel you can possibly be
possessed of ”

Socrates

russellcommunications.co.uk

Taking care of business

Award winning strategic public relations and relationship management for wealth management, technology and financial services.

Russell Communications helps brands with media engagement, content marketing and communications strategies.

Managing, protecting and growing your brand through creativity, knowledge, passion and experience.

Choose the clearest path to your goal.



It has been an absolute pleasure working with Russell Communications, they have produced fantastic PR results for us since we began working with them in 2022: including podcasts, features, articles and interviews across some of our key target publications. We have been delighted with the breadth of coverage they have achieved for Elston, and the level of enthusiasm, initiative and energy that Pippa and the team have displayed in supporting the expansion of our media coverage and brand"

Henry Cobbe

Founder and Head of Research, Elston

SERVICES

PUBLIC RELATIONS

Exceptional skill and experience in building effective relationships and strategic targeting.

WRITING AND EDITING

- Drafting engaging content including press releases, newsletters and social media which will drive engagement, tell compelling stories and generate long term brand affinity.

CONTENT MARKETING

- Developing professional and engaging content to support optimal search ranking, greater visibility and generate business leads.
 - » Press coverage tracking, listening and clippings report
 - » Digital marketing reports and analysis



Our clients in the media

CITYWIRE
WEALTH
MANAGER

money
marketing

INVESTMENT
WEEK

IFA
magazine

CITYA.M.

CITYWIRE
NEW MODEL
ADVISER

Professional Adviser

FT FINANCIAL
TIMES

This is MONEY.co.uk
FINANCIAL WEBSITE OF THE YEAR

thewealthnet
Trusted by leading wealth managers

IGNITES
EUROPE

The Motley Fool.

**INTERNATIONAL
ADVISER**

FT ADVISER

Forbes
ADVISOR

PRIVATE BANKER
INTERNATIONAL

**PORTFOLIO
ADVISER**

TRUSTNET
magazine

**Investors'
Chronicle**

IPE

funds europe

sky news

ESGCLARITY

SHARES

WealthBriefing

SERVICES

COMMUNICATIONS STRATEGY

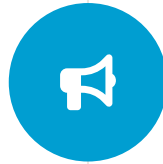
Working with clients to define their vision and goals. Designing and implementing a clear communications programme that will articulate and amplify brand values. Supporting businesses in engaging with their key target audience in a compelling way to drive results including new product launches, crisis communications, social media engagement and internal staff engagement.



Launching our wealth management business into the UK market was a pivotal moment for us. Pippa and her team at Russell Communications helped us enormously by supporting our PR efforts, winning us widespread coverage and building brand recognition. We are pleased to continue working with them as we grow our firm's presence in the UK."

Nick Raine

CEO at Soderberg & Partners
Wealth Management Ltd



INTERNAL COMMUNICATIONS

- Working with clients to define strategic goals, build engagement, and smooth organisational change. Inspiring positive action and supporting brand, culture and staff engagement. Drafting, editing, publishing and hosting internal communications including newsletters, podcasts, staff events and surveys.



SOCIAL MEDIA STRATEGY

- Designing the necessary tools to generate a successful social media presence through paid, earned and native social media content. Supporting clients in driving website traffic and sales.

REPUTATION MANAGEMENT

Creating and protecting a strong and positive reputation across all media. Building good will, credibility and generating mutual understanding with key stakeholders. Reputation management is a pivotal part of business success.



Russell Communications have been instrumental in driving great coverage of Parmenion across key publications, not only for our platform but also in relation to our investment business and our market leading ethical investment services. Working with Pippa has been an absolute pleasure, and her energy and passion for doing a great job shine at all times."

Sarah Lyons

Chief Marketing Officer, Parmenion



NEW BUSINESS & PRODUCT LAUNCHES

- Designing creative and tactical campaigns to launch new products and services in an innovative and commercially successful way. Also helping to reposition existing services that need reinvigorating.



EVENT MANAGEMENT

- Extensive experience in designing, hosting and managing a broad spectrum of impactful events including product launches, business seminars, media round tables, internal/external conference, staff updates, webinars, podcasts and videos.

PERFORMANCE

By the numbers

- Client A positive coverage up **200%**
- Client B coverage up **three fold**
- Client C campaign nets **twelve** leading stories in two months, top Google search rankings
- Client D: Work leads to **two** industry award wins in **2022**
- Business **doubles** staff in one year
- Business **triples** client book
- Turnover increased **85%** on previous year

Awards & more

- Russell Communications were thrilled to be named **Best Small Business** at the inaugural EntreConf Awards 2023.
- Russell Communications have won **Start-Up Business of the Year** at the Business Leader South West Awards 2023.
- Russell Communications wins **“European PR Agency of the Year”** at 2023 ETF Express awards for the second year running



Social Media Stats

(last 12 month avg.)

> **43%**

CLIENT FOLLOWER GAINS

LinkedIn | Insta

> **68%**

CLIENT ENGAGEMENT GAINS

LinkedIn | Twitter | Insta

+ **284K**

CLIENT POST IMPRESSIONS

LinkedIn

OUR TEAM

Pippa Russell

Pippa has more than 20 years' experience working Financial Services PR, reputation management and marketing communications.

Experienced and proactive with a passion for media relations, Pippa began her career as a financial adviser before moving into PR, marketing and media relations. Her expertise covers agency and in-house roles, incorporating internal and external communications. Pippa's professional experience includes London PR firm Lansons, working on a broad spectrum of Financial Services accounts, Selestia/ Skandia, Old Mutual, Novia, Novia Global and Copia Capital Management.

Pippa has international experience, working for a financial PR and Communications agency on Wall Street NYC.

“ I love Financial Services communications. Having worked in this industry for many years I feel passionately about cutting through jargon and working with clients to build and protect their brands as well as helping to communicate messages in a simple, effective and powerful way”



BEN POWELL

Ben has over 25 years' experience in delivering effective design and digital solutions throughout the marketing mix, he is our strategic creative lead.

ELLA WINBOLT

Recently graduating with a degree in Journalism & Publishing, Ella is our junior marketing coordinator.

HANNAH SMITH

Hannah has more than 16 years' experience as a financial journalist, including seven as a freelancer.

Request your consultation

WE'LL BE LOOKING OUT FOR YOU

Contact Pippa directly:

Pippa Russell

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C O M M S

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