



**HAUS OF  
HIATUS**  
The Brand Growth Studio

How to get new clients to your security company:

# **The brand growth checklist**

At **Haus of Hiatus**, we are passionate about helping extraordinary start-ups and small to medium-sized enterprises - like yours - reach their full potential.

We believe that by combining innovative marketing strategies, beautiful graphic design, and compelling visuals at a really competitive price point, we can elevate your brand and attract clients to become part of your company's incredible adventure.

That's why we're here to provide you with expert guidance to ensure your company gets the attention it deserves.

This checklist outlines key steps to help your defence and security company attract and retain clients, build a strong reputation, and grow in the highly competitive security industry.

- 1. Define Your Niche:** Identify your specialisation within the security industry, such as residential, commercial, or event security. You should research your competitors in the niche to see what their brand positioning, marketing, and messaging looks like, to ensure you're different and memorable.
- 2. Build a Strong Brand:** Develop a professional brand identity that communicates trust and reliability yet is also memorable. You want to be part of the 'consideration set' when potential clients are deciding which company to go with.
- 3. Online Presence:** Create a professional website and maintain active social media profiles to establish an online presence. Despite initial reluctance, security companies can and are on social media without jeopardising their reputation. Be creative in how you define your brands' personality so that you're memorable and attract potential customers.
- 4. Networking:** Attend industry events, join relevant associations, and network with potential clients and partners. Remember, you need to get people talking about you, don't assume you'll be successful because you've always been told to blend in!
- 5. Offer Competitive Pricing:** Research market rates and price your services competitively.
- 6. Marketing Strategy:** Develop a comprehensive marketing plan, including online advertising, SEO, and content marketing. Paying for adverts is expensive and often fails to convert into sales for new companies, so be innovative – start a podcast, a YouTube channel, webinars, or something else to increase your brand awareness!
- 7. Client Testimonials:** Showcase positive client testimonials and case studies on your website to build trust. The authority from these clients rubs off on your brand and makes you appear more trustworthy.
- 8. 24/7 Support:** Offer round-the-clock customer support to address client inquiries and concerns promptly.
- 9. Referral Programs:** Create referral programs to incentivise existing clients and partners to refer your services.
- 10. Stay Informed:** Keep up to date with industry trends and regulations to adapt your services accordingly. This will also give you subjects to make content about.

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11. **Local SEO:** Optimise your online presence for local search to attract clients in your service area.
12. **Client Education:** Educate clients about new security risks and how your services can mitigate them.
13. **Feedback Loop:** Establish a feedback mechanism to continuously improve your services based on client input.
14. **Community Engagement:** Engage with the local community through sponsorships or security-related workshops, such as free workshops, training events or seminars.
15. **Security Audits:** Offer free security audits to potential clients to showcase your expertise.



### About the author

[Chris Shirley MA FRGS](#) is the founder and creative director of Haus of Hiatus, the lead on 'Tales of Adventure', and passionate about making brands look incredible!

Studying graphic design at Plymouth University in 2001, Chris is a former Captain in the Royal Marines Commandos, who has notably worked for the BBC in their London HQ, on complex media productions in remote, challenging, and difficult places. He has also worked directly with multinational tech companies (such as Google), international news channels (such as ITN's Channel 4 and ITV), and recently worked with Sir Elton John on his final world tour.

Throughout his lifetime, he's travelled to over 60 countries on 6 different continents, spent months in the jungle, desert, mountainous and maritime environments. He's a Guinness world record holder (for rowing over 3500 miles on the Atlantic Ocean from Portugal to South America), is a Fellow of the Royal Geographical Society (FRGS), has a Master's in business management (MA), has completed the infamous Marathon des Sables, multiple Ironman triathlons and now has his sights set on completing the Silk Road Mountain race in the coming years.

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