

Why effective communication is a winner for smaller quoted companies

Growth companies are the engine room of the economy, at the forefront of innovation. The best of them explain their purpose and progress to the world.

Effective communication builds trust and credibility with investors, so they can rely on boards to keep them updated on progress, knowing they are committed to transparency. Convincing messages generate confidence in a company's business model, strategy and management.

Engaging with key audiences strengthens relationships over the longer term, so AIM, Aquis and LSE companies especially are well positioned to interact positively with their communities, including at times of challenge.

Investors respond to leaders who are open, encourage dialogue and provide reassurance on business and financial performance, growth and other key factors such as sustainability.

The core of reputation is that people ... know what the company is about. They need to see a clarity of purpose ... and ... image.

Anthony Hilton, City commentator.

At Allerton Communications, we will:

- Know your market, understand the financial-regulatory landscape, offer straightforward, practical advice and produce accurate, persuasive regulatory and corporate news and content;
- Raise awareness of your company, strategy and leadership among key communities – employing multiple media channels, support with events, input into corporate collateral and expanding your network;
- Understand the media and know many journalists personally, what they're looking for and how to work with them;
- Offer a fresh perspective, while working constructively alongside your other advisers; and
- Get results – in increased recognition to support valuation, and enhanced resilience.

Click [here](#) for What they say and Case studies.

Established in 2008, Allerton provides PR advice and support to growth companies across multiple sectors, drawing on long experience in the City, PR and journalism.

We believe a strong quoted-company sector, with access to healthy capital markets, is a key driver of UK economic growth and wealth creation. We are committed to helping our growth-company clients tell their equity story, build a following and attract quality, long-term investors.

Peter Curtain, Director and founder, is an experienced adviser to quoted and private companies, having led communications on numerous successful quoted and private fundraisings. Previously he was an award-winning journalist and Business Editor.

Peter leads a long-standing team of digital, social and visual specialists who are engaged as required, to support our clients, bringing them enhanced productivity and choice.