



## The Business Growth Company

**Qrious**  
June 2025

A Personal Touch  
to Success —



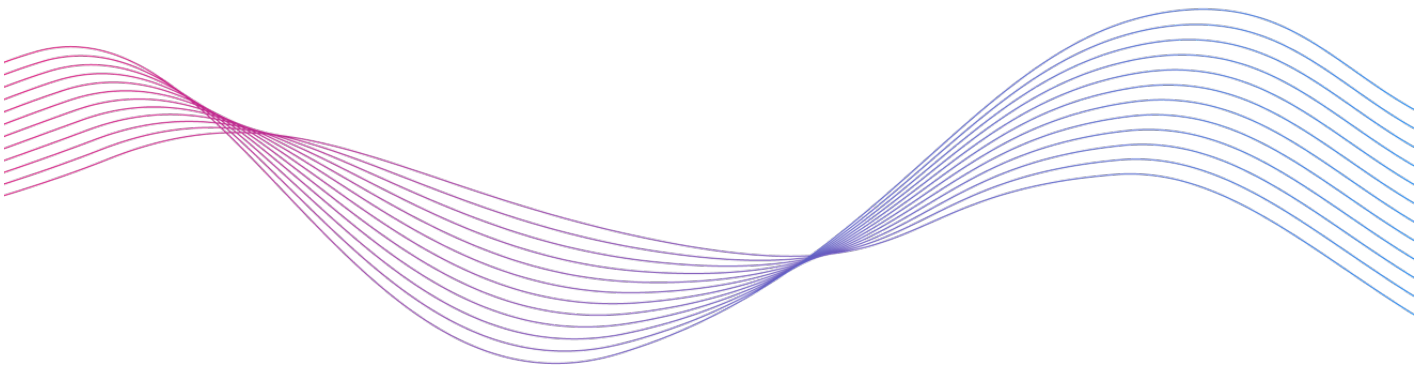
**Mark P Goldby DL**

Qinesis Chair

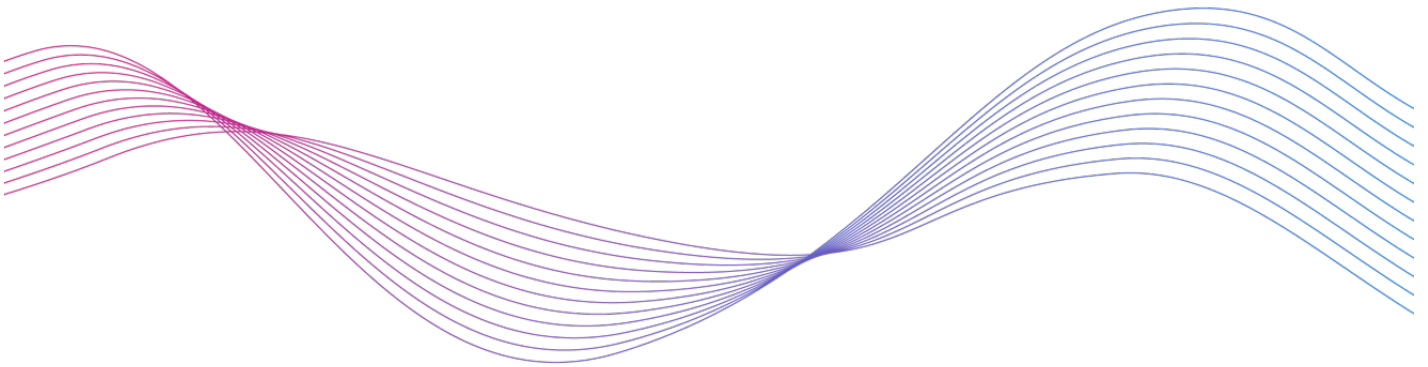
I hope that business is good & that your aspirations & goals remain rightly high.

I do not say that flippantly or lightly of course as we have all had a fair share of disruptive events recently; whether that is at an operational level with the recent employment law changes or more economically with the global fallout of President's Trump's administration's trade tariffs.

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# Why Marketing is a Critical Business Growth Investment



## One Salary, Seven Specialists The Qinesis Edge for May



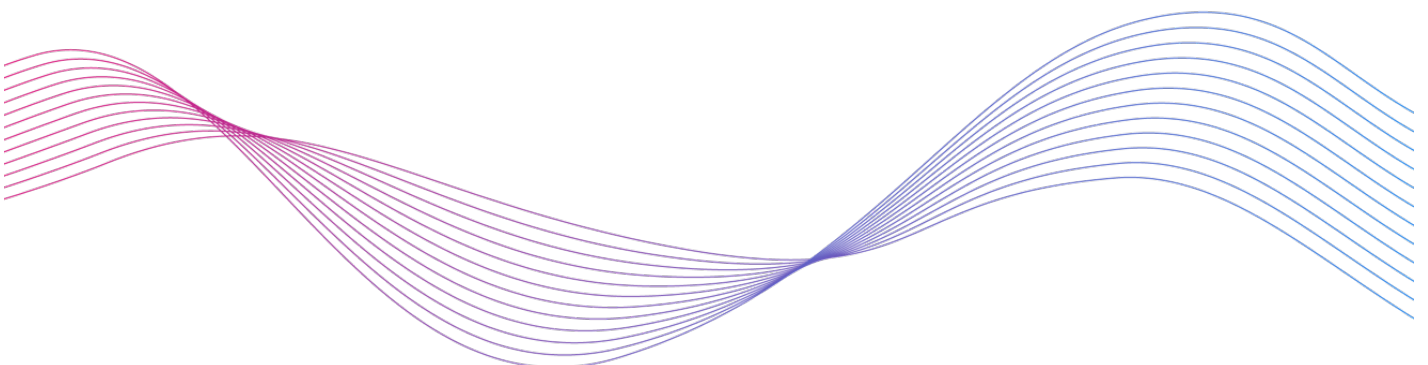


Marketing budgets are tightening, yet expectations keep climbing. Every hire must deliver measurable growth, creative standout, solid brand strategy & flawless execution—an impossible brief for a single marketer. That's why the May issue of Qrious spotlights a powerful proposition:

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**Collaborate with Qinesis & unlock the collective expertise of seven specialists for the price of one full-time marketing employee.**

[Click for a Free Consultation with Qinesis](#)



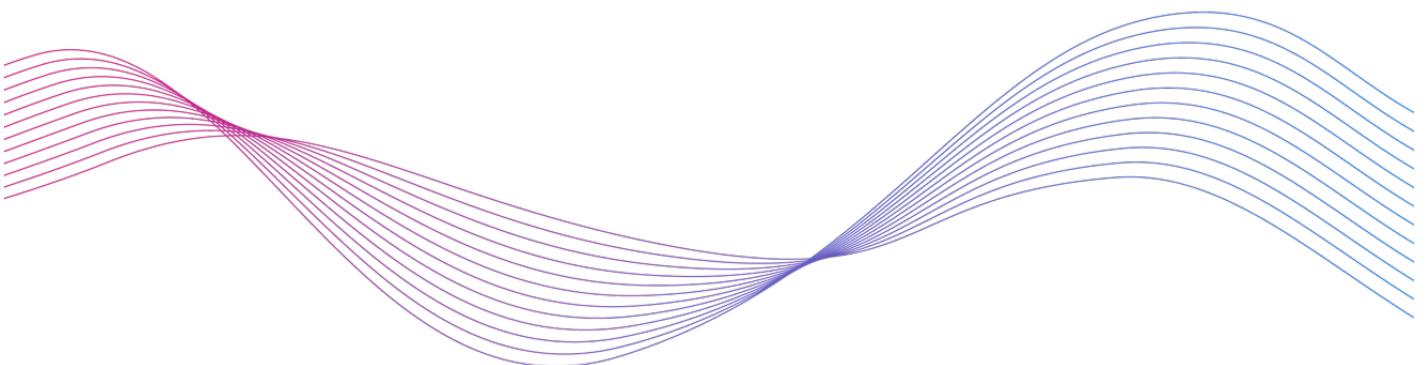
# The National Insurance Shockwave: £937.80 Extra per Employee & Why It Matters to Your Marketing Budget



From 6 April 2025 employers will pay an extra £937.80 a year for every average-paid worker, as the employer National Insurance (NI) rate jumps from 13.8% to 15% and the threshold drops from £9,100 to £5,000. For a typical £36 k salary the annual NI bill climbs from £3,712.20 to £4,650.00 – now 12.9% of pay instead of 10.3%.

**Why this rise is more than “just” £937.80?**

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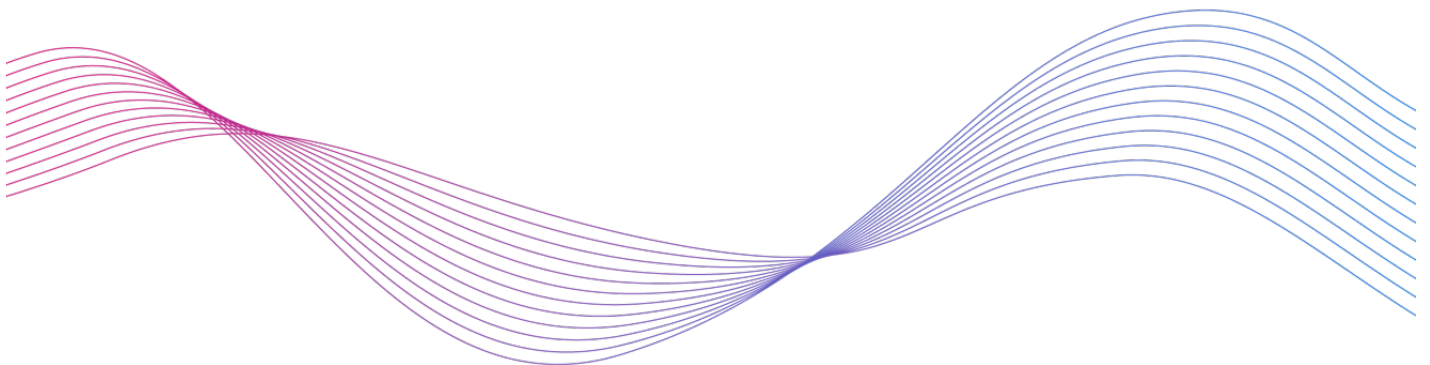


# Why Your Marketing Manager Is Secretly Planning Their Exit



Your marketing manager is drowning. They're expected to be a brand strategist by morning, performance analyst by lunch & creative director by evening all whilst managing budgets, timelines & stakeholder expectations that would challenge a seasoned consultancy.

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**Why Marketing  
Fails Without a**

**The Importance of  
Marketing for**



# Marketing Plan



Marketing budgets are tightening, yet expectations keep climbing. Every hire must deliver measurable growth, creative standout, solid brand strategy & flawless execution—an impossible brief for a single marketer.

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# Business Growth



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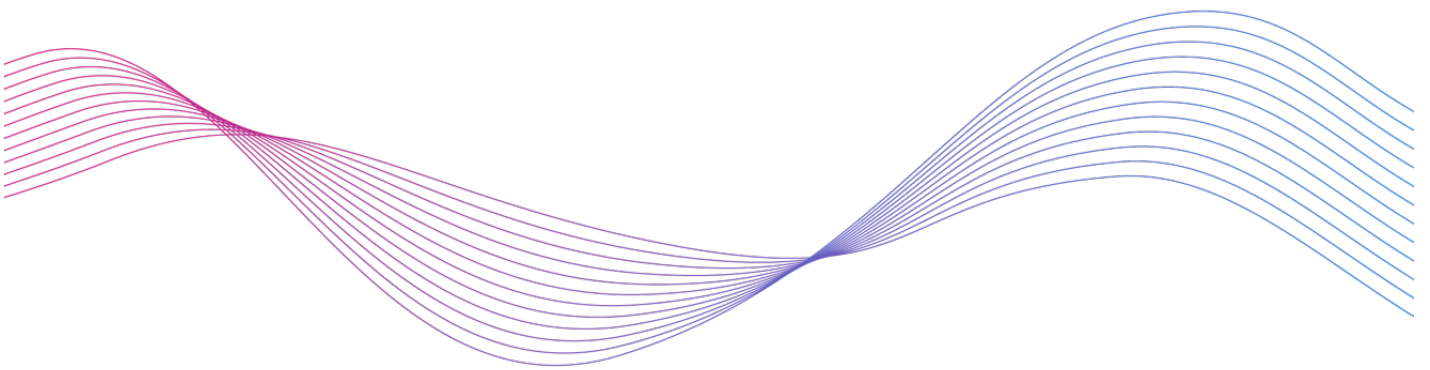
**Why Integrated Marketing  
Communication Is Important**





**Integrated marketing communication**, or **IMC** for short, means telling one clear story across every channel a customer sees, from social posts to flyers to customer service emails. Instead of running separate campaigns in silos, IMC lines them up so the look, tone, offer, & timing all match. This joined-up approach matters because customers no longer move in straight lines; they bounce between devices, platforms, & touch-points before deciding to buy. If each touch feels different, confidence drops. **When everything feels connected, confidence grows.**

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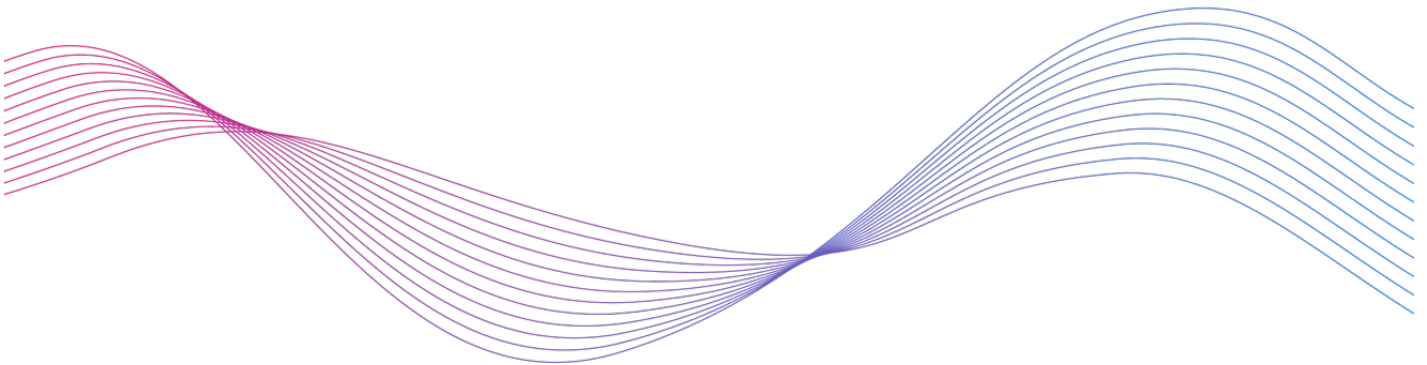


## Spring 2025 Snapshot



A UK defense component manufacturer came to us with a familiar problem: their team was working harder than ever but things weren't getting easier. Despite 40 years of success making precision parts for military use, their day-to-day operations were becoming a struggle. Their biggest headache? Information with multiple spreadsheets and systems.

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## The Final Word from Dr Cham S Kang

In an VUCA (Volatile, Uncertain, Complex & Ambiguous) business economic environment, businesses face a critical decision: retreat into survival mode or invest strategically for growth.

Whilst conventional wisdom suggests cutting expenses during challenging times, forward-thinking entrepreneurs are discovering that marketing investment is not just beneficial in challenging times but absolutely essential for sustainable business growth.

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## Dr Cham S Kang

CVO



### Consultancy:

Management, Finance, BD, Marketing & Sales, Leadership, Change Management, Innovation, Technology, Sustainability, ESG, Strategy



### Coaching & Mentoring:

Executive Coaching, SLT Development, Leadership, Change Management, Finance, Marketing & Sales, Sustainability, ESG ...



### Training:

Bespoke to clients needs

Professional Development, Mini MBA, Operational Excellence, Customer Service, Digital Marketing, Director Development, Sales, Innovation, Finance, Leadership, Wellbeing, Marketing, Sustainability, ESG, HR...



### Governance:

Training, Qi Board, NEDs, Finance, Strategy, Legal, Sustainability, ESG



### Qinesis Services:

Marketing , Innovation, BD & Sales, Social Media, Finance Modelling, Technology, Development, Procurement, HR ...





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