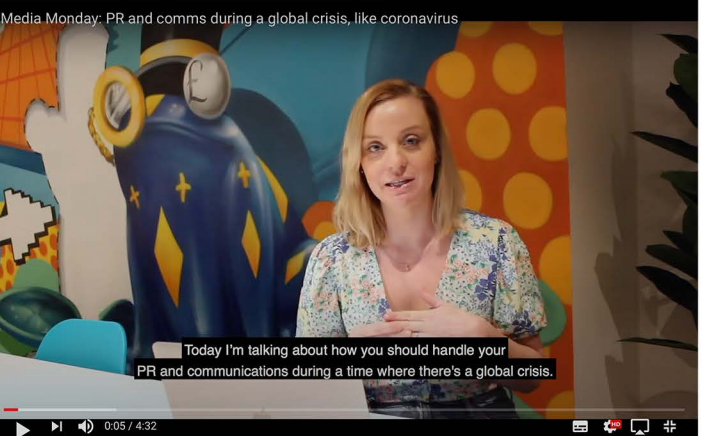


25: SMALL AGENCY OF THE YEAR

# UNHOOKED COMMUNICATIONS



**The Telegraph** Business  
Business - Ready and Enabled  
**Which marketing trends will impact business in 2020?**  
Business leaders also need to think about building trust with their target audience by educating and sharing information. Claire Gamble, managing director of Unhooked Communications, says: "You can invest in creating your own content on your own channels - for example, downloadable guides, YouTube tutorials, and 'how to' blogs - that you can send out to your target audience and engage with them in a way that avoids the hard sell but starts the selling journey."



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