



A CONVERSATION WITH...

Erimus Insurance Brokers



Erimus Insurance Brokers are specialists in commercial and corporate insurance, providing insurance solutions for clients across the UK.

Established in 1986 and headquartered in Teesside, the company has grown to become a Top 100 Independent Insurance Broker in the UK. Erimus' client base ranges from owner managed SMEs to £200m + turnover companies. Erimus endeavours to work with their clients creating high level, service driven, long term relationships.

<https://www.erimusib.com/>

We have worked with Erimus Insurance Brokers in Stockton since 2018 and we are super happy to be continuing to work with them. We support them with telemarketing and they got involved with our workshop programme and have now adopted the button methodology as an integral part of their planning.

During the time we have been involved with them, we have seen them develop extensively. This includes expanding the team considerably, moving into amazing new premises and launching a new service to the market in the form of cyber insurance.

All this takes focus and teamwork – recently the firm restructured the marketing aspect of the business with the appointment of a marketing manager. We caught up with Emma Hughes who has been with the firm for five years as a business broker but her passion for marketing and communication shone through and she is now driving the marketing vision forward.

Hi Emma, how do you feel about your new role?

I am thrilled about my new role! I have always been interested in Marketing and it's been great to take on a fulltime marketing position. I have had to learn lots of new skills and thankfully Margaret has been on hand to guide me. It's going to be a lot of fun putting thought into action

over the next year – I have lots of buttonholes to sew!

What are you most looking forward to achieving in the coming 12 months?

Erimus has a strong brand and I am looking forward to developing that further. We launched our new website at the beginning of the year, and we have lots more planned so watch this space.

What do you love most about working at Erimus?

Erimus is full of vitality; they live and breathe the Tees Valley, ensuring it is a fantastic place to work and live. I am a believer in the power of positivity and the energy at Erimus is contagious.

What are your biggest ambitions?

I would love to grow our brand awareness over the next year – we have such a fantastic business model and we need to shout about it.

Hopefully Margaret and the Red Button team will continue to help us realise our grand plans!

Thanks Emma, we wish you every success in your new role.