

Meet the entrepreneur

Jessica Morgan, Carnsight Communications

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

Introducing Jessica Morgan, founder of Carnsight Communications, as this week's business owner in the spotlight.

Q: Can you tell us a bit about the business?

Jessica: Carnsight Communications is a PR and communications consultancy based near Bath, UK, founded in 2016. The firm specialises in public relations, social media, and content strategies, aiming to help businesses and individuals gain visibility.

Q: What is your Monday morning routine to get you in the mood for a successful week?

Jessica: I'd be lying if I said I never get the 'Sunday Scaries' after a lovely weekend, but, honestly, Monday morning is a positive time in the Carnsight office. We're all in the office on Mondays which means a nice, ease in and catch up over good coffee, a thorough status meeting – where we run through what's going on both internally and with our clients – and a good, motivating soundtrack playing in the background.

Q: How do you navigate the digital world as an entrepreneur?

Jessica: As a PR and social media agency, we have to be on it when it comes to digital. Everyone in the team works hard to keep upskilling and we share masterclasses with each other every quarter. Though we're not exclusively a digital PR agency, links are increasingly important to our clients and SEO is a big part of what we do.

Q: What is your best IT infrastructure advice to other entrepreneurs when getting their business started?

Jessica: Be realistic – you have to start small, so make basic IT considerations part of yours or, as you grow, someone else's job role. Try and have one person who's dedicated to it and ensure you set aside time and energy for planning and refining your IT. Fractional support can also be really useful.

Q: What are your biggest pain points as an SME?

Jessica: With no dedicated tech department, IT has definitely been a learning experience for us! It's easy to let our IT infrastructure languish on the back burner, but we've seen first-hand how this doesn't pay in the long-term!

