



The Chartered
Institute of Marketing

Small Business Community

Helping small businesses grow



Small Business Community – who we are

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers with members worldwide and offers you:

- **More knowledge** – access exclusive industry intelligence.
- **More connections** – access our networks and events.
- **More development opportunities** – access practical advice and support throughout your career.

The Small Business Community (SBC) is CIM's community for marketers working in small to medium-sized businesses based on the following categories.

Micro business

- Less than 10 employees (including start-ups).
- Less than £1m turnover.
- Often less than three years in business.

Small business

- Between 10–50 employees.
- Greater than £1m annual turnover.
- Usually established more than three years.

Medium business

- Between 50–250 employees.
- Greater than £10m turnover.
- Established more than five years.

Aims

CIM's SBC aims to:

- Raise the level of marketing knowledge, skills and expertise in the SME 'sector'.
- Deliver marketing training and other support activity that is appropriate, affordable and accessible by the SME community.
- Develop tools, templates and learning processes that are relevant to smaller businesses.



Small Business Community – what we do

We offer a variety of services that are all marketing and industry sector related.

Events

Our events provide an opportunity to learn and network with a variety of people across all industry sectors. Each of our regions have a Small Business Community Ambassador who work with our Regional Directors and partners on a local basis to provide a range of dynamic, relevant and topical events and practical workshops that provide hands-on knowledge and skills.

For further information or to book please visit: www.cim.co.uk/sbc.

SBC newsletter

We produce a regular newsletter focused on the issues that matter to small and medium-sized businesses and provide details of our activity and upcoming events.

Speakers

We are able to provide expert speakers across a range of industry sectors who are able to share the latest thinking and best practice, and who have a real understanding of how small businesses work. For more information contact **Christine Boswell-Munday** on christineboswell-munday@cim.co.uk or **07968 581184**.

Papers

We were heavily involved in the development of the paper *Access all areas? How Government can best help Small and Medium-sized Enterprises*. The paper looks at the support provided by the government to SMEs, highlighting that although there are a range of grants available to SMEs, it is hard to access good marketing support.

The paper is available for free at www.cim.co.uk/dwnldr/541948.

Resources for SMEs

We have also produced a series of 10 minute guides to help SMEs get to terms with various aspects of marketing for their business, and a marketing planning toolkit to help SMEs structure their marketing activity.

These are available along with many other resources from www.cim.co.uk/sme.

SBC website

Further details about our activities and a wealth of resources are available on our website: www.cim.co.uk/sbc.

What next?

Developing your business

Our qualifications are recognised worldwide as a badge of professional expertise. They are based on detailed research and ongoing feedback from employers who have told us the skills and knowledge they require, and therefore provide those studying our qualifications with practical tools and techniques that can be put to use immediately.

From our introductory certificate for those new to the profession, through to strategic-level diplomas for senior managers, our qualifications can help you and your business develop.

Visit www.cim.co.uk/qualifications to find out more.

CAM Diploma in Digital Marketing

This dynamic qualification covers SEO, PPC, online advertising, e-mail marketing, viral marketing, online PR, social media and more. Explore current best practice in this rapidly changing digital marketing field. Assessment is by practical assignments – no exams – designed to benefit you in the workplace.

Visit www.camfoundation.com.

Knowledge at your fingertips

CIM has many industry specific reports, journals and articles that you may find

useful. Members can access Key Note, MBD, Mintel and Snapshot reports on everything from the activity holidays market to the yoghurts and dessert market, and from Christmas shopping habits to home lifestyles.

To see the full range of specialist reports available please visit www.cim.co.uk/marketresearch. Alternatively, for a tailored search of our resources please e-mail library@cim.co.uk or call **01628 427333**.

How to join

If you are already a CIM member you can join the SBC free of charge. E-mail membership@cim.co.uk or call **01628 427120**.

If you are not a CIM member and would like to join the SBC you can do so as a member or Affiliate member.

To find out more about joining us visit www.cim.co.uk/join.

Contact details

If you have any queries regarding the SBC contact Christine Boswell-Munday, e-mail christineboswell-munday@cim.co.uk or call **07968 581184**.



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To find out more about our qualifications visit www.cim.co.uk/qualifications