



Autumn 2008

Welcome to the Small Business Group

The Small Business Group is open to all members of The Chartered Institute of Marketing who are interested in promoting good marketing practice in small and medium sized enterprises (SMEs). The Small Business Group is a motivated group of members that actively develop events and initiatives for SMEs.

If you are a business adviser, marketer or consultant who works with small businesses or in an academic institution with an interest in SMEs, you may be interested in joining the Small Business Group, please contact Dena Pearce or your regional champion (see back page for contact details).

What's inside?

Marketing beyond the
credit crunch 2

MVine spreading fast 2

Annual National Conference 2

SBG Toolkit 2

Sustainability with products
and services 3

FSB 3

Working with Business Link 3

SBG regional champion
contacts 4

Spreading the word

It is almost four years since a small group of The Chartered Institute of Marketing members, with an interest in promoting professional marketing to the smaller business, got together. Their objective was to discuss how best they could stimulate the small-medium sized enterprise (SME) sector and support other Chartered Marketers.

The outcome was the formation of a pilot members interest group in the Midlands, now known as the Small Business Group (SBG). The group quickly gathered momentum and within 18 months, its membership had grown to over 200.

Approximately two years ago, the regional chairs rolled out the SBG concept to support SMEs in their regions and appointed SBG 'Champions' to spearhead and develop appropriate marketing initiatives.

The SBG have developed a range of generic marketing workshops, which have won enthusiastic acceptance by regional business support agencies. Several regions, most notably the North West, West Midlands, South West and Eastern regions have had tremendous success in creating strong 'partnerships' with their business support networks and other regions are set to follow in their footsteps.

The challenge for the SBG over the next year will be to forge even stronger partnerships with external organisations and the public and private sector, as well as develop a range of marketing activities that will support Chartered Marketers and owner managers in SMEs.



Talks and pilot activities are currently underway with the Federation of Small Businesses, the Royal Mail and a major UK university, to develop initiatives that can be delivered to small businesses by qualified members of The Institute.

My hope is that within the next four years we can truly establish the SBG as the foremost source of marketing knowledge and best marketing practice, within the UK SME sector.

**Richard Allsop, national coordinator,
The Chartered Institute of Marketing,
Small Business Group**

Research into the small business sector

**David Thorp, director of research and information for
The Chartered Institute of Marketing**

At the recent meeting of the advisory board for The Institute's Research and Information SBU, it was agreed that SME marketing would be one of the four items on the research agenda for 2008/09. What this means is that funding will be provided for at least one key research project in the SME arena during the current year. Further details will be provided as progress is made and a special presentation of the research outputs will be scheduled for SBG members, ahead of wider launches of the findings.



Marketing beyond the credit crunch

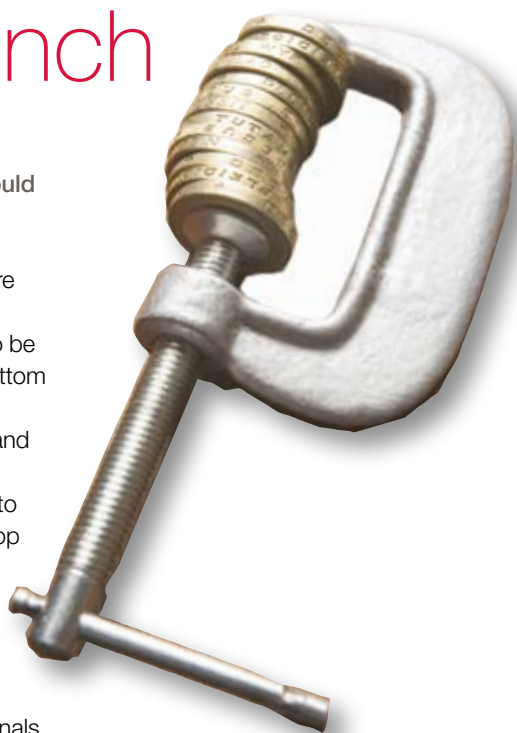
As SMEs face growing economic uncertainty – a marketing review could pay dividends.

As business confidence weakens, businesses naturally assess where they can make savings. Marketing is traditionally one of the first budgets to be cut and although this can help the bottom line now, it is likely to have a negative longer term impact on market share and profit. Opting for a strong marketing programme now enables a business to consolidate its customer base, develop its awareness and professional reputation and be in a strong position for economic recovery.

The question facing most business owners and managers who do not have marketing professionals onboard is purely; where do I start?

The essence of effective marketing is a good marketing plan. It helps assess customers' needs, plans product or service development, provides direction and importantly allocates resources. The Chartered Institute of Marketing provides SMEs with a wide range of support; from training and online web tools to assistance in finding a suitably qualified marketing consultant.

In the current climate, customers' needs are likely to change. A marketing plan will identify these changes and seek innovative solutions. Promotional activity that changes very little from one year to the



next could also well benefit from a review. The explosion of the digital age provides marketers with a myriad of cost effective promotional e-tools that can be quickly evaluated and the return on investment calculated.

For savvy small business owners the current economic climate presents an opportunity. Smart marketing now can protect profit margins and could lead to a more dominant market position when the economy recovers.

**Carolyn Daw, editor
Small Business Matters.**

MVine spreading fast

The Chartered Institute of Marketing South West region recently launched an online business networking pilot called MVine that encourages members to discuss hot topics with fellow professionals. During the pilot phase this service is available to the North East, North West and South West regions and the Small Business Group.

Included as part of The Institute's membership, MVine enables visitors to record their professional experience and qualifications, search other members' profiles as well as announce upcoming events and business opportunities. The site has a variety of features including a forum section where members can discuss current marketing issues, seek advice and share experiences with likeminded professionals.

To find out more information on MVine, members should contact Dena Pearce.

Marketing in challenging times – what every business needs to know

The Chartered Institute of Marketing's Annual National Conference takes place on 11 November 2008 in Birmingham. This is a must attend event for business professionals and marketers in the UK. Titled 'marketing in challenging times – what every business needs to know', the conference will discuss the increasingly difficult economic climate and how professional marketers can guide their companies through this uncertain period.

Sharpen your marketing theory and practice as senior marketing practitioners examine four key areas: digital marketing, sustainability, segmentation and employee engagement. Key speakers include Pierre-Yves Gerbeau, executive director at Capital & Regional and former vice president of operations at Disneyland Paris and Karren Brady, CEO of Birmingham City Football Club.

For further information visit <http://www.cim.co.uk/conference2008>.

Delivering marketing training to SMEs?

The Chartered Institute of Marketing has designed a Small Business Group (SBG) toolkit for Chartered Marketers who deliver training to SMEs. Created on CD, the toolkit includes advice and information behind the theory and practice of marketing that enables Chartered Marketers to run mini-workshops. The CD contains ten toolkits on a series of topics including marketing communications, promotion and how to ensure businesses maintain a competitive edge. If you are a Chartered Marketer and interested in learning more about the SBG toolkit or would like to be sent a copy, please contact Christine Boswell-Munday.



Calculating the lifetime costs of products and service

The British Standards Institution (BSI) defines sustainability in its 'the role of standards' as: "an enduring, balanced approach to economic activity, environmental responsibility and social progress." Still a little confused? Try this: if you want to be sure of competing in all bids, tenders and significant contracts in the future, you need to understand the life time costs of your products and services.

Central government is currently looking at how services and product costs impact throughout the supply chain. Legislation and standards will proliferate, affecting everyone either directly or indirectly. Directly for example when a new law requires waste to be dealt with in a specific manner. Indirectly when the pressures further down the supply chain means any business selling to the public sector or a large retailer might be expected to show their environmental management system and certificate.

The Chartered Institute of Marketing's recent 'Shape the Agenda' paper looked at the triple bottom line; the need for



companies to address environmental responsibility and social awareness, as well as economic profitability. It stated: "The triple bottom line – financial, environmental and social – is not merely an inescapable part of business. In fact, it has the potential to alter the strategic direction of companies over the next generation." One thing is for certain, there will be laws in future directed at us all regarding a broader expectation of responsibilities and as marketers we should be looking ahead.

**Peter Eales, vice chair of
The Institute's Dorset branch**

Sustainability links and further information

Shape the Agenda

<http://www.cim.co.uk/ShapeTheAgenda/TripleBottomLine/AgendaPapers.aspx>

Envision <http://www.envisionsw.org.uk/>
Tel: 0845 456 9350.

BSI <http://www.bsigroup.com/en/Standards-and-Publications/How-we-can-help-you/Business/White-Papers/Sustainability/>

Advertising Standards Authority (CAP)

<http://www.cap.org.uk/cap/>
Tel: 020 7492 2222

The Chartered Institute of Marketing – The Marketing and Climate Change Programme South West Region newsletter. Tel: 01566 771860

Peter Eales' favourite links

<http://www.oisolutions.co.uk/services/sustainability/top-sustainability-websites-.aspx>

Developing an understanding of small business needs

Rod Wilkes, chief executive of The Chartered Institute of Marketing, is having initial discussions with Sandy Harris, chairman of member services, Federation of Small Businesses.

The discussions are focused on developing a better understanding of the needs and support required by small businesses and how The Chartered Institute of Marketing might expand on the support that is being provided via the Small Business Group (SBG). Discussions are ongoing with the emphasis on reaching an agreeable, sustainable outcome. Further updates will be presented in future editions of this newsletter.



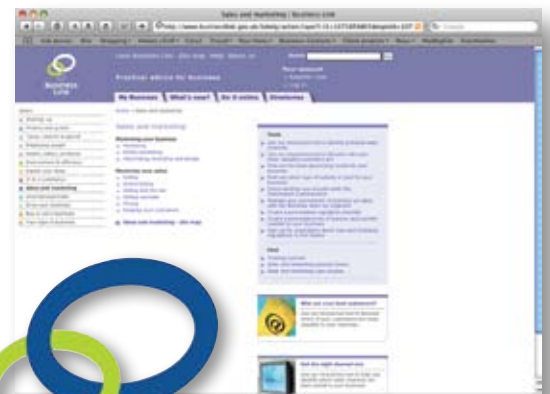
Working with Business Link

Amongst the many free resources available to small and medium sized enterprises (SMEs), is the UK Government's web site www.businesslink.gov.uk. The site offers a range of advice on a broad number of business topics such as tax, health and safety, employment and IT.

The Chartered Institute of Marketing has worked in partnership with Business Link on their website for the past four years in the role of advisor for its sales and marketing guides.

Sixty guides in total cover all aspects of marketing, from branding and advertising to sales. The guides explain various aspects of marketing in simple, easy-to-understand language. The intention is that they provide practical advice for SMEs, helping users to implement the tools and techniques covered.

The guides also direct users to further sources of information and relevant training courses, which of course include material



on The Institute's own 'Knowledge Hub' and training programmes.

The UK Government has big plans for the Business Link web site, with aims to make it the main portal

for all online government information relating to business, including HMRC and Companies House.

Our aim is to be seen as the first port of call for SMEs when looking for information and guidance on sales and marketing.

**John Ling, publications manager,
The Chartered Institute of Marketing**

SBG regional champions

Ireland

Charles Fulton

A member of The Chartered Institute of Marketing for the past 19 years Charles is chair of The Institute's Ireland region. A past chairman of the CAM Graduates Association Charles has over 25 years experience in advertising and marketing. He currently owns and manages Fulton Advertising.
charles@fultonadvertising.com



Partnership in Leicester. As a management consultant and coach, he specialises in strategic marketing and business growth planning within the SME sector. He has been actively involved with The Institute for over 20 years and instrumental in forming the Small Business Group (SBG).
Richard@strategicbusinesspartnership.com

North East & Yorkshire

Dean Maragh

Dean is owner of a canoe equipment e-commerce company and principal of The Watershed an enterprise consultancy, which helps develop the enterprise skills and business know how of individuals and those who support them. He is a member of the SFEDI lead body and is an honorary fellow in enterprise of the University of Durham.
dean@the-watershed.co.uk



East of England

Andrew Chalk

With over 20 years of marketing and sales experience within the UK and Europe Andrew has spent the last decade working at director level in SME's. Founder of Outside in Marketing Andrew holds a diploma in marketing and is a fellow of The Chartered Institute of Marketing.
andrew@outsideinmarketing.co.uk



Scotland

John Villiers

A Chartered Marketer, John is managing director at GMAS Defence Ltd and chairman of The Institute's Scotland region. He is actively involved with delivering courses on setting up SMEs at a variety of universities including the University of Durham and the University of Glasgow. He has extensive SME experience, providing guidance and advice on small business matters.
John.Villiers@ntlworld.com



North West

Davide De Maestri

Davide has over 20 years experience in marketing and marketing communications with Saatchi & Saatchi Advertising, M & C Saatchi Advertising, Liverpool Football Club and blue chip clients across many sectors from; British Airways to Trinity Mirror. He now works as a consultant providing marketing consultancy and mentoring and business coaching.
merseysidesmes@cimnorth.co.uk



South West

Richard Storey

Richard is chair of the South West SBG and managing consultant at RSL Associates; an independent marketing strategy, planning and services consultancy. A Chartered Marketer and member of The Chartered Institute of Marketing, he holds an MBA in industrial and international marketing. He has extensive experience in the B2B market and businesses in the SME sector.
Richard@rslassociates.co.uk



Wales

Jonathan Deacon

Jonathan is a founding member of The Chartered Institute of Marketing's professional body board and has been instrumental in establishing a dedicated Wales region and the development of SME marketing initiatives throughout the UK. He is a senior lecturer in marketing and entrepreneurship at the University of Wales.
Jonathan.Deacon@newport.ac.uk



South East

Steven Revill

Steven is a fellow of The Chartered Institute of Marketing and vice chairman of The Institute's Greater London region. Previously working with Barclays Business Banking, he is an experienced professional in B2B customer marketing, management and commercial banking. In 2006 he joined RBS Invoice Finance as director of strategic marketing.
Steven.revill@rbsif.co.uk



West Midlands

Jonathan Nason

A Chartered Marketer, Jonathan is a director of Quay Directions, working with senior management of SME clients in construction, manufacturing and leisure. A founding member of The Institute's Small Business Group, he actively promotes marketing as a core discipline for SMEs and believes that the SBG has a significant role to play.
jn@quaydirections.co.uk



Future editions

The objective of this newsletter is to keep marketers and owner managers in small and medium sized enterprises up to date on latest marketing developments and news from The Chartered Institute of Marketing. We welcome your feedback on the Small Business Group toolkits and content for the newsletter. Please send materials to Christine Boswell-Munday or to Dena Pearce.

Useful contacts

Christine Boswell-Munday

Regional director
The Chartered Institute of Marketing, South West
christineboswell-munday@cim.co.uk
M: 0780 190 2487

Dena Pearce

Market interest group support
The Chartered Institute of Marketing
DenaPearce@cim.co.uk
T: 01628 427304

Richard Allsop

National coordinator
The Chartered Institute of Marketing, Small Business Group (SBG)
Richard@strategicbusinesspartnership.com
T: 0116 285 5585

Carolyn Daw

Editor
Small Business Matters Newsletter
cdaw@marketing-pr.co.uk
T: 01566 771863



The Chartered Institute of Marketing
Moor Hall, Cookham, Maidenhead
Berkshire SL6 9QH UK
Email: membership@cim.co.uk
Telephone: +44 (0)1628 427120
www.cim.co.uk