9 years and counting: spilling the beans on how to thrive in today's business world

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RIMU Marketing celebrates 9th birthday and credits adaptability for their success

Leading Berkshire-based marketing consultancy RIMU Marketing is proud to announce its 9th birthday. Over the past nine years, they have been committed to providing innovative marketing solutions to organisations of all sizes, from entrepreneurs and start-ups to SMEs and charities. As they celebrate this milestone, award-winning owner Sophie Comas reflects, ‘in today’s fast-paced workplace where businesses are born and die at a rapid pace, the fact that we have been operating successfully for almost a decade is a testament to our resilience, adaptability and dedication to our clients’.

In a survey conducted by RIMU Marketing earlier this year, 94% of respondents said they engage with social media, which is a crucial tool for SMEs to reach a wider audience. However, 35% of respondents needed help figuring out where to begin with a marketing strategy. With only 54% of respondents having been in business for over 5 years, this highlights the many challenges SMEs face and indicates the need to adapt and evolve with the times. One such adaptation is incorporating an effective marketing strategy to stay ahead of the competition.

Looking to the future, RIMU marketing are committed to staying ahead of the curve and are introducing Marketing Coaching to supplement its existing consultancy, training and mentoring portfolio.

Founder Sophie says ‘our coaching programme is designed to be accessible and easy to follow, even for those with no previous marketing experience. We provide information that SMEs can apply to their businesses immediately.'

Georgie, a small business owner from Bedfordshire, commented, ‘ I really enjoyed the sessions, and although I am challenged, I feel supported throughout. My business is undergoing a lot of change and needs consistency and support. I am glad Sophie is on my team.'

Many SMEs need help navigating the complex world of marketing, yet to stay competitive, marketing is essential for establishing a brand, building a customer base and driving sales.

To celebrate RIMU Marketing’s 9th birthday, they are hosting an introductory webinar to inform business owners on how to get started with their marketing and learn more about the marketing coaching programme. To find out more about this exciting programme, visit

For further information about RIMU Marketing and their services, please visit
https://www.rimumarketing.co.uk/marketing-coaching-windsor-maidenhead-berkshire/

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