



RIMU Marketing | Press Kit

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Company Background:

RIMU Marketing is a small business marketing consultancy, based in Windsor Berkshire, think of us as your “Virtual Marketing Team.” Set up in April 2014, we focus on helping ambitious small businesses to develop, grow and flourish through successful, results drive marketing solutions.

We provide flexible marketing support for small business owners, across a broad range of industries including media, creative, charity, wellbeing, sports, interior design, leisure and hospitality. We are a team of associates, all experts in our field and our focus is to help support our clients to achieve their business ambitions.

At RIMU Marketing we put the customer at the heart of what we do, we are passionate about supporting inspirational and committed small business owners to take their business to the next level. It might not be just about getting more clients, driving more revenue or engaging more effectively, but could also be reviewing their brand image, building a new website or expanding their proposition.

We offer a professional and collaborative approach to marketing, tailoring our support to our client’s individual needs, working right the way across the marketing mix including (but not limited to): building a strategy, email marketing, content marketing, social media, advertising, brand design and everything in between.

If you have a marketing challenge, we would love to hear from you!

Team Bios – Sophie Comas:

Sophie Comas set up Rimu Marketing in April 2014 after being made redundant from an extensive corporate marketing career, working for blue chip travel and leisure organisations. After a chance conversation with a friend looking for some marketing advice, she turned into becoming Sophie's first client and since then, she hasn't looked back!

With the marketing industry moving at a faster pace than ever before, it can be challenging for a small business to keep on top of all of the changes and work out the best way to invest their marketing time and budget. Sophie leads a small team of carefully selected Associates to support a wide range of businesses - from sole traders to small business owners across various sectors – with bespoke marketing solutions to support their needs.

Sophie's passion now lies within developing and delivering marketing solutions which make a difference in today's complex digital marketplace. Sophie really enjoys seeing clients experience that 'lightbulb moment' – whether it be them achieving the results they are looking for, or gaining a better understanding of marketing after attending a webinar or workshop

Sophie is has an ILM Level 3 coaching qualification, is a chartered marketer with the CIM and also a Strategic Partner at the Thames Valley Berkshire Business Growth Hub, delivering some of the 1:1 marketing clinics as part of the high growth programme, which is aimed at small business owners with high growth potential. *(To find out more visit: <https://www.berkshirebusinesshub.co.uk/about/high-growth-programme>).*

On a personal note, Sophie is Mum to two cheeky boys; a governor at a local first school, loves to travel (when the environment permits) and enjoys all sports including horse riding, playing tennis and running.

Sophie can speak about a wide range of topics, including:

- small business marketing support
- work/life balance – juggling a family and running your own business
- experience of setting up your own business

Industry Awards

- *Venus Awards 2018* – Marketing & PR Finalist
- *Business Girl Network 2019* – Business Girl of the Year
- *Influential Businesswoman Awards 2020* – Best Freelance Marketing Consultant Berkshire
- *Prestige Awards 2021* - Copywriting Service of the Year- London & South East

Products and Services Summary

Rimu Marketing can help support small business owners, in a variety of different ways, depending upon their budget and experience. We can work flexibly on a particular project, but our main key ways we support our clients are through:

1. Individual marketing support – typically we would work in a retained capacity to implement the small business marketing activity.
2. Individual marketing mentoring support – we work as a mentor to support the small business owner to implement their marketing activity, acting as a sounding board and helping the business owner to keep on track.
3. Online course – If the business owner is keen to learn to implement their marketing themselves, we have a 9-module programme to talk them through the basics of marketing principles.
4. Workshops and training sessions - We run public courses and also inhouse programmes to help teach small business owners about a wide variety of topics including: marketing strategy, content planning, email marketing, blog writing and social media.

Client Case Studies

We have a number of client case studies, explaining how we work with our clients and the kind of projects we can support with, [click here](#) to discover more.