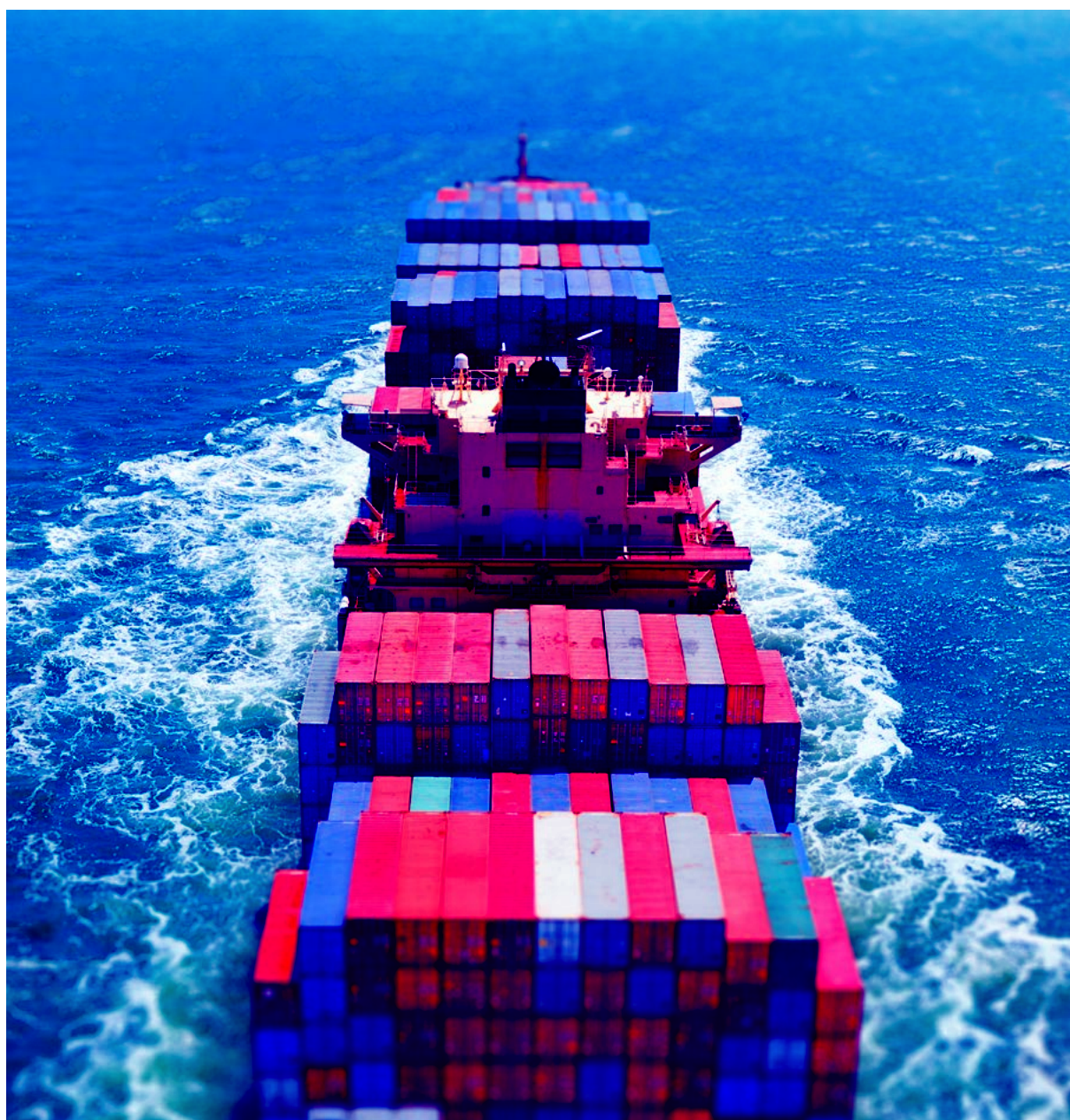


# EXPORT READY MANIFESTO

CIM  
The Chartered  
Institute of Marketing



# EXPORT READY?



## CHRIS DALY, CHIEF EXECUTIVE CHARTERED INSTITUTE OF MARKETING

Britain has been challenged by the Government to turn itself into a nation of exporters.

The Department for International Trade's recent export strategy set an ambitious target of raising the UK's exports from 30% to 35% as a share of GDP.

If British business is to succeed in meeting this challenge, it will need to lean heavily on the marketing profession. It will be our job to open up new markets and sell British products abroad.

At the Chartered Institute of Marketing, we decided it was important that we should support our members, and the wider marketing and business community, to take on this challenge.

We began by commissioning research with PwC to better understand the challenges marketers were facing. The conclusions of this research were launched in Parliament and endorsed by Baroness Fairhead, Minister of State for Trade and Export Promotion. Central to these recommendations is the need for marketers to equip themselves with the professional skills to take on the export challenge.

We are asking marketers, businesses and Government to sign up to the manifesto and to commit to playing a key role in helping Britain become export ready.

And we, as their professional body, will be ready to support them through our new Export Ready hub.

# OUR MANIFESTO FOR CHANGE:

## WHY A MANIFESTO IS NEEDED

With the Office for Budget Responsibility (OBR) predicting that Brexit will depress British exports, and the Department for International Trade seeking to strike new trade deals around the world, there is more need than ever for UK businesses to be proactive in their approach to exporting.

Our recent Export Ready report, developed alongside PwC, revealed that SMEs are engaging positively with exporting. Yet this does not come without its challenges, and our report highlighted a worrying lack of strategic thinking toward building strong export sales.

CIM is keen to support UK SMEs to instil a professional approach to exporting, asking them to pledge to invest in best practice when it comes to opening up their products and services to new markets. With over 30,000 members throughout the world and a network of academics, professionals and volunteers, CIM is ideally placed to drive the exporting agenda.

## CAMPAIGN GOAL

To increase the proportion of UK SMEs with an export marketing strategy. We will do this by providing SMEs with access to the latest thinking, research and discounted training to help them prosper.

# FOR SMEs

Only a third (34%) of UK SMEs have developed a specific export strategy, despite seven in ten predicting export sales will rise. CIM believes SMEs need to step up and take ownership of their post-Brexit reality.

Our recommendations for SMEs to ensure long-term exporting success beyond Brexit are:

## BEGIN WITH STRATEGY

SMEs should develop a specific export marketing strategy. This involves conducting in-depth mapping of target markets, audiences and logistics.

## PREPARE YOUR OFFERING

SMEs should assess their readiness to export. They should do this based on: exportability of product, availability of trained, professional workforce and ability to invest in reaching foreign markets.

## MAKE IT BUSINESS CRITICAL

SMEs should make Export Marketing a business critical function. An export marketing strategy should be made a pillar of wider business strategy, and invested in as such.

## INVEST IN PROFESSIONALISATION

SMEs should invest in developing professional marketing strategies and skills through training. This professionalisation will support marketers to deliver maximum business value.

# FOR GOVERNMENT

With only a third of UK SMEs currently boasting a specific export strategy, it is crucial that the Government supports and empowers more SMEs to reach new markets.

Our recommendations for Government is focus on where SMEs need the most support marketing their products and services abroad. These areas are:

## ENCOURAGE EXPORTING AMBITION

Government should encourage SMEs to extend their trading circles, and present this as an achievable goal.

## LEAN ON PROFESSIONAL BODIES

Government should lean on and partner with professional marketing bodies, such as the Chartered Institute of Marketing, to offer marketing support, industry data and actionable advice to SMEs seeking to export.

## ADVOCATE PROFESSIONALISATION

Government should encourage SMEs to build professional marketing skills through recruitment, non-University training and marketing apprenticeships.

## BUILD AN EXPORTING COMMUNITY

Government should work with partners to build bridges for and between SME exporters, as exemplified by the DiT's work to make exporting accessible. This will facilitate exchanges of ideas and expertise across different sectors, through supply chains, and between business and education.

# FOR MARKETERS

With our report showing that even among successful exporters, 80% say they have faced significant challenges marketing their products abroad, the scale of the Export Ready challenge is clear. Marketing products abroad needs a specific, professional, approach.

Our recommendations to marketers, to deliver maximum value to Export Ready Britain, are:

## CHAMPION MARKETING ADVANTAGE

Marketers should champion marketing's role in exports within their organisation: raising it as a business critical issue at the highest level; being proactive in suggesting new markets and opportunities, and proactive in suggesting ways of reaching them.

## ADVOCATE PROFESSIONALISATION

Marketers should ensure they are up to the exporting challenge by seeking professional training and qualifications. This, in turn, should be used to encourage their teams to take professional marketing qualifications, to embed best practice, ensure return on marketing investment and secure a professional marketing advantage.

## BUILD A MARKETING COMMUNITY

Marketers should collaborate with fellow marketers to exchange experiences, skills and best practice. By partnering with CIM, advice from Government initiatives such as the Great Campaign can be passed down to members, driving success levels. This network should be international, and extend across generations and specialities.

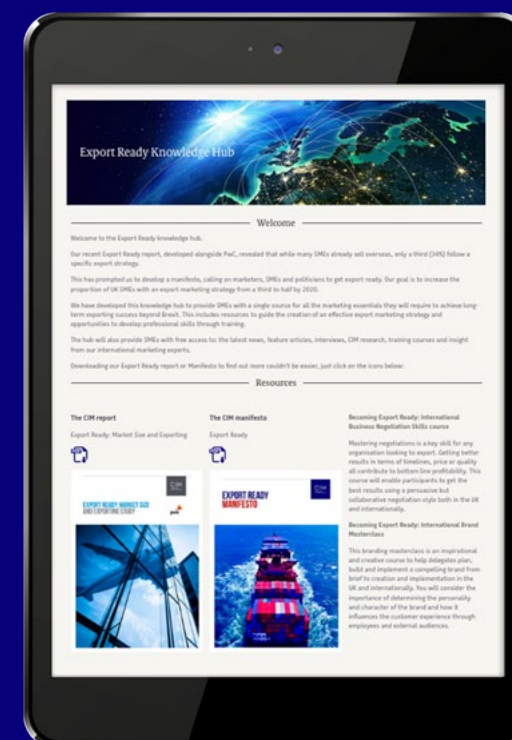
# INTRODUCING THE CIM EXPORT READY HUB

Our new knowledge hub will provide SMEs with a single source for everything they need to know to succeed in the build-up to and post Brexit.

The hub will provide free access to: the latest news, feature articles, interviews, CIM research, training courses, insight from our international marketing experts and downloadable versions of our Export Ready report with PwC and our new manifesto.

Visitors to the site will also be able to receive special discounted rates to CIM services by signing up to our manifesto, while also gaining practical, actionable advice.

To access the hub, please visit:  
[www.cim.co.uk/exportready](http://www.cim.co.uk/exportready)



## ABOUT CIM

The Chartered Institute of Marketing (CIM) is the world's leading marketing body, with over 30,000 members worldwide, of which there are over 3,000 Chartered Marketers. CIM's mission is create marketing advantage for the benefit of professionals, business and society with a focus on export, data and skills. It believes marketing is the critical factor in driving long term organisational performance.

For more than 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession as a whole. There are 130 CIM study centres in 36 countries and exam centres in 132 countries worldwide. In the last year, over 7,500 people registered at over 230 UK CIM events.

Find out more about CIM by visiting:  
[cim.co.uk](http://cim.co.uk)

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