



MARKETERS FOR IMPACT

Frequently Asked Questions: SMEs

Q1 What is the Marketers For Impact Programme?

Marketers For Impact is a Momentum Metropolitan Holdings programme which aims to harness the collaborative power of marketers in lending their expertise, knowledge and time to interested SMEs, NGOs and NPOs.

Q2 Why Marketers For Impact?

The South African economy is one that is reliant on the success of Small to Medium size businesses. Being able to provide them the help they need and enabling their success are values that Momentum Metropolitan lives by and is the reason this initiative was born.

Q3 What type of business will be eligible for support?

We are looking at helping SMEs, NGOs and NPOs across South Africa.

Q4 How can I become a beneficiary/mentee?

Complete our online form or email marketersforimpact@mmltd.co.za with the following info:

- NGO or NPO certificate or other business registration information
- Outline of your needs/ problem statement

Q5 Can I join if my business is still new?

Your business needs to be operating for at least 2 years in order to qualify for mentoring.

Q6 Is there a joining fee?

No. Marketers For Impact is a 100% volunteer based programme with no financial exchange, we only exchange creative advice/ ideas.

Q7 How often do I have to be available for mentorship?

As Marketers For Impact is a volunteer-based programme, the frequency of your consult will therefore depend on the needs of your business and your and your mentor's availability.

Q8 Can I choose the marketer or creative assigned to me?

No, we will match your needs requirement to the skill set available and will ensure that you are effectively matched. This is an obligation free, collaborative and transparent partnership.

Q9 How will I be informed of consults and progress?

All communication will come from our dedicated mailbox: marketersforimpact@mmltd.co.za so stay connected.

Q10 How and where will consults take place?

Online (Teams/Zoom) or in-person, you choose what works for you. We will support you along the way.

Q11 Can I opt out of the programme at any time?

Yes. As much as we would love for you to remain on this journey with us for as long as possible, you choose your level and length of participation. We will be supportive of your decision to leave the programme when need be, but we ask that you give us prior notice (at least 7 working days) so that we can advise the mentor/ team assigned to you.

**Thank you for your interest in
partnering with us on this journey
towards success.**