

CREATIVE STRATEGY PARTNER

CHAMP // CAST



CATEGORY

STRATEGY

Who We Serve

Driven leaders, founders, small business owners, creative entrepreneurs, coaches and consultants, podcasters and storytellers, and those stepping boldly into a new chapter.

What We Do

- Fractional CMO & strategy
- Social media management
- Email marketing & automations
- Podcast production & content repurposing
- Brand development & storytelling

Signature Wins

Examples: podcast launches, brand turnarounds, high-engagement campaigns

Ideal Client Referrals

Leaders growing a personal brand, launching a pivot, or needing a consistent marketing system.

Why Champ/Cast

- High-touch service
- Strategic and creative leadership
- Trusted collaborator

How to Connect

- Email: rachael@champcast.co
- Website: champcast.co
- Price List available upon request
- Schedule a clarity call

SERVICES WE OFFER

Brand Overhaul

A complete refresh of your brand identity. Includes vision, logo, colors, fonts, voice, social templates, email signature, business cards, a one-page overview, website recommendations, customer journey mapping, email concepts, and a 3-month marketing framework.

Ongoing Marketing to Establish Influence

Full-service social media management across IG, FB, TikTok, LinkedIn, and YouTube. Includes carousels, imagery, 60-second reels, content creation, scheduling, and optional paid ads. Email and podcast support available separately.

Email Campaigns

Monthly or weekly email marketing with copywriting, design, welcome sequences, and automated flows that nurture leads and drive conversions.

Pitch Decks and Presentations

Custom decks designed to persuade investors, clients, or partners with clean storytelling and visual clarity.

Podcast Packaging and Post-Production

Champ/Cast partners with your recording studio to handle editing, distribution to all platforms, and creation of promo assets (shorts, reels, covers, etc.).

One-Off Offerings

Need a quick content boost? Champ/Cast offers individual services designed to help you launch, refresh, or enhance your brand's presence.

Studio Consultation

A 60-minute clarity call to define goals, style, setup, and equipment. Includes a full recommended equipment list for lighting, cameras, mics, switchers, and acoustics.

FRACTIONAL CMO

Elegant strategy. Elevated creative. Intentional storytelling.

A Fractional CMO partnership with Champ/Cast blends:

- Brand clarity
- High-touch creative leadership
- Editorial storytelling
- A growth-driven, polished aesthetic

You don't just get a strategist — you get a creative partner who understands the nuances of influence, narrative, and modern marketing.

WHO THIS IS FOR

Entrepreneurs building the next powerful chapter of their business.

Founders ready for sustainable, elevated brand growth.

Small businesses who need a strategic leader without the full-time cost.

Creatives, coaches, lifestyle brands, and service-based entrepreneurs who want presence and polish.

FRACTIONAL CMO PARTNERSHIP OPTIONS

Monthly Advisory:

Strategy, reviews, guidance, and oversight.

Strategic Quarterly Plan:

90-day content + marketing roadmap.

Full Fractional CMO Retainer:

Your executive partner in marketing and creative direction.

NEXT STEP

If you're ready to rise with strategy, visibility, and a brand that feels unmistakably you, visit champcast.co or inquire directly for partnership availability.

COMMON QUESTIONS ASKED ABOUT MARKETING AND WORKING WITH US.

How can I stand out in a crowded market?

Your story is your power. We craft a brand narrative that differentiates you from the competition, ensuring your unique voice is heard.

I don't have time to create content—how do I stay consistent?

We handle everything from content creation to scheduling, so you can focus on running your business while maintaining a strong presence.

Do I need a podcast or video content?

Short answer—yes! Audio and visual content are the most engaging ways to build trust with your audience. We help you produce high-quality, impactful episodes or reels that bring your brand to life.

How do I know if my marketing is working?

We provide data-driven insights, helping you measure engagement, growth, and ROI—so you know what's working and what's not.

How do I get started?

Easy. Book a clarity call, and let's map out a marketing strategy tailored to your goals.

What does it look like to work with Champ/Cast?

We organize all content in a centralized, client-friendly format making it easy to review, approve, and give feedback on marketing assets like social posts, videos, and email copy. Content is delivered 3-5 days ahead of schedule and stored in a shared hub for quick access and transparency.

MEET THE FOUNDER

Rachael Baxter is a seasoned marketing strategist, editorial leader, and entrepreneur with 15+ years of experience driving growth, shaping brand narratives, and elevating customer journeys.

With expertise spanning finance, healthcare, entertainment, technology, and media, she transforms ideas into compelling campaigns through strategic storytelling, thoughtful design, and meaningful connection. Her background includes brand activation, creative direction, rebranding, and podcast production, with a track record of thriving in fast-paced, results-driven environments.

As Co-Founder and Editor-in-Chief of Conscious Magazine, Rachael helped build the publication into a internationally recognized platform carried in 350+ Barnes & Noble stores, known for its cultural dialogue and global creative community.

Through Champ/Cast, she continues to help brands refine their voice, engage their audiences, and create lasting impact through intentional strategy and story-driven marketing.



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