



# Q4 Case Study: Replacing Agency Scale with Senior Marketing Leadership

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**A one-quarter case study in replacing agency and internal execution with senior-level leadership.**

- **Client:** Kennedy Office | NC statewide office solutions dealer | 65 years in operation
- **Engagement:** Q4 2025 (First 90 days of engagement)
- **Role:** Fractional Head of Marketing (Strategy → Execution → Reporting → Next-Cycle Strategy)

*In the first quarter of engagement, a single senior operator replaced the functional output of a 5–10 person agency—delivering strategy, execution, analytics, and next-cycle planning at approximately 70–80% lower cost. The work operated significantly faster than a traditional agency model and produced measurable revenue, benchmark-beating engagement, and a scalable foundation for a year-long engagement.*

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## The Starting Point

When the work began with Kennedy Office in Q4 2025, there was **no formal marketing operating system**.

- Email was largely informational and unscheduled
- Campaigns were ad hoc
- No attribution discipline or performance visibility
- No integrated creative, merchandising, or reporting workflow

In practice, this meant Kennedy would have needed a **small agency (5–10 people)** to deliver strategy, creative, execution, analytics, and reporting at scale. Instead, I replaced that model.

## The Model That Was Deployed

Rather than onboarding slowly or forcing heavy process on the Kennedy team, I operated as a **fractional CMO with full-stack execution** from day one. Delivered in the first quarter:

- Executive-level strategy and prioritization
- Campaign architecture and sequencing
- Hands-on creative development (email, landing pages, homepage hero)
- Analytics implementation and attribution discipline
- Performance reporting and insight generation
- Strategic planning for the *next* cycle — while campaigns were still running

This approach moved **~10× faster than a traditional agency**, without handoffs, overhead, or rework.





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## What Was Executed in Q4

Three existing initiatives were developed and launched into full campaigns:

- **Chair of the Month** → upgraded from a flyer into a multi-touch campaign
- **Storage Box Blitz** → wrapped in a measurable, learn-and-iterate framework
- **12 Business Days of Christmas** → executed as a daily anchor campaign with flawless delivery

Each campaign was supported by:

- Structured email cadences- custom per campaign and audience
- Dedicated landing experiences - multi-feature, customized pages
- Homepage merchandising treated as a commercial asset
- Unified attribution and KPI reporting

## The Results (First Quarter)

- >**\$88K** in directly attributable campaign revenue
- >**\$100K** in total Q4 campaign influence
- **2–5×** industry benchmarks for email engagement
- **Zero** paid media spend
- **5.9×** ROI on consulting investment
- Delivered agency-scale output at roughly **70–80% lower cost**, operating faster and without agency overhead.
- No re-work, quality issues, or misaligned expectations

**Just as important:** Kennedy exited Q4 with a **fully functioning marketing engine**, not a pile of one-off campaigns.

## Why This Matters

This wasn't a long onboarding phase. This wasn't a three-month "discovery period." This was **full production in the first quarter**. By proving the model in 90 days:

- Kennedy can now confidently expand into a full-year engagement
- Future tactics become additive, not experimental
- Strategy, execution, and learning compound over time

The quarter proved the system. 2026 is where it scales.





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## The Bigger Point

Most B2B companies don't need more vendors. They need **executive ownership + agency-level execution — without agency drag.**

This case shows that:

- A fractional CMO model can replace an entire small agency
- Speed and accountability matter more than headcount
- Systems outperform process theater
- Revenue follows focus and structure

## Q4 2025 Campaign Creative Examples

The collage displays a variety of marketing assets:

- Web:** Banners for the HON Ignition 2.0 chair, highlighting features like 'Smart Ergonomics' and 'Save 40%'. A 'Storage Box Blitz' banner for Tuesday, December 2, 2025, offers one-day savings.
- Email:** Multiple newsletters for '12 Business Days of Christmas', including daily category gifts, prize winners, and product spotlights. A 'Storage Box Blitz' email promotes a one-day sale on storage boxes.
- Enablement:** A 'Sit Smarter. Work Better.' email featuring the HON Ignition 2.0 chair, detailing its ergonomic benefits and offering a 40% discount.

