

Building4Business Fractional CMO to Lead Your Business Growth

B4B Fractional Chief Marketing Officers provide businesses with essential leadership and strategic marketing guidance. We are your strategic partners to lead and orchestrate your marketing efforts. We partner with you to accelerate your growth or prepare for your exit strategy. The business environment rewards business owners for placing strategy first. **We offer executive-level marketing insight at a fraction of the cost and commitment of a full-time CMO hire.**

Who We Are

We are a team of **Fractional Chief Marketing Officers (fCMO)** and marketing implementation experts. Our **Building4Business (B4B) fCMO** services help companies that need marketing leadership and strategic direction turn their business around to set it on a steady growth trajectory or increase the valuation for a better exit deal. We help you successfully scale your business, guide the marketing efforts, and make life easier, more efficient, and more profitable.

We take responsibility for marketing decisions to deliver greater results **at a fraction of the cost and commitment** of a full-time CMO. As a fractional CMO, our fCMOs provide strategic leadership and marketing guidance, establish brand traction, and make tough decisions to achieve your business and lifestyle goals. With our marketing leadership, you can prepare for retirement, sell your business, or build a stronger legacy for the next generation.

Why Choose Us



Deep Industry Experience

Our CMOs and experienced marketers provide strategic direction and implementation of marketing initiatives and tactics to make an immediate impact on businesses.



Marketing Strategy and Leadership

We take a strategy first approach. Our fractional CMOs assume responsibility for the marketing direction and results to increase your marketing position.



Rapid Value Creation

Our seasoned CMOs make an immediate impact on businesses and provide a more affordable alternative to hiring a full-time executive. Gain executive insight at a fraction of the cost and commitment.

B4B Services

Fractional CMO Services

- Marketing Consult and Business Evaluation
- Marketing Leadership/Executive Insight
- Marketing Strategy and Roadmap
- Business Development and Consulting
- Oversight of Marketing Implementation
- Grow Brand Presence and Market Share
- Achieve Key Performance Indicators
- Oversee Marketing Reports and Metrics
- Guide the Marketing Team
- Hire Staff and/or Resources

Fractional CMO+ Execution

- fCMO plus Marketing Execution Team
- Half day consult and business evaluation
- Strategic marketing plan
- Marketing leadership, strategic direction, and team oversight
- Key message development
- Content creation and calendar
- SEO and advertising
- Lead generation and conversion
- Business development/partnerships
- Development of marketing tools
- Website updates and optimization
- Public relations, publicity, visibility
- Special promotions/events
- Reputation management



Building 4Business Fractional CMO The Perfect Solution!

Businesses often rely on word-of-mouth to generate revenue. However, to grow, scale up, or achieve their exit goals, they need a robust strategic plan, a defensible market position, and a strong executive team. Our B4B Fractional Chief Marketing Officers provide the necessary marketing leadership and strategy to compete and meet these goals. By investing in strategic marketing, business owners can solve expensive problems and build their businesses.

Perfect Solution

If your business lacks a CMO to lead your marketing strategy and growth, then the **B4B Fractional Chief Marketing Officer team** can take up the mantle of marketing leadership and orchestrate all the evolving parts of marketing to improve performance.

B4B fCMO is an affordable alternative to hiring a full-time marketing executive. As your B4B fCMO team, we can dive deep into strategic development to transform your business and take it to the next level.

We do this through a Consulting for Equity Partnership with you, which allows us to be vested in your growth and success.

You Need a B4B CMO if:

- Your budget is too tight to commit to hiring a full-time CMO.
- You need the benefits of a full-time CMO, but at a fraction of the cost.
- You need a marketing, brand, and messaging strategy to increase revenue, brand presence, and attract customers.
- You have an inexperienced or nonexistent marketing team.
- You're wearing many hats to operate the business.
- You need a holistic marketing leader.
- Your business has a weak market position.
- You're not reaching your goals.

Fractional vs Full-time

C-suite hires are expensive. Most CMO annual salaries range from \$208K - \$375K according to [Salary.com](#) and [Glassdoor.com](#), not including benefits, insurance, and stock options. In contrast, fractional CMOs are a fraction of that, ranging from \$96K - \$144K per year and with no long-term commitment.

Marketing Leader

Many companies need the strategic direction and leadership of a CMO, plus a marketing execution team. **We offer both B4B Fractional CMOs and B4B Fractional CMO+Marketing Execution Team**, depending on your needs.

Benefits of Fractional CMO

- Leadership and soft skills
- Strategic Marketing expertise
- Cost savings at fraction cost of full-time hire
- Relevant industry experience
- Flexible and scalable level of service
- Experienced marketing executives
- Access to a vast network of resources
- Service/product and marketing channel understanding

Average B4B CMO Retainer

- **Half-day Marketing Consult and Business Analysis with B4B fCMO team** \$20,000.
- **Typical B4B fCMO Terms:** \$10K/month or 10% of monthly revenue, whichever is greater, plus 10% equity in the company.
- **Typical B4B fCMO+Marketing Execution Team Terms:** \$25K/month or 25% of monthly revenue, whichever is greater, plus 25% equity in the company.