



KEY INSIGHTS

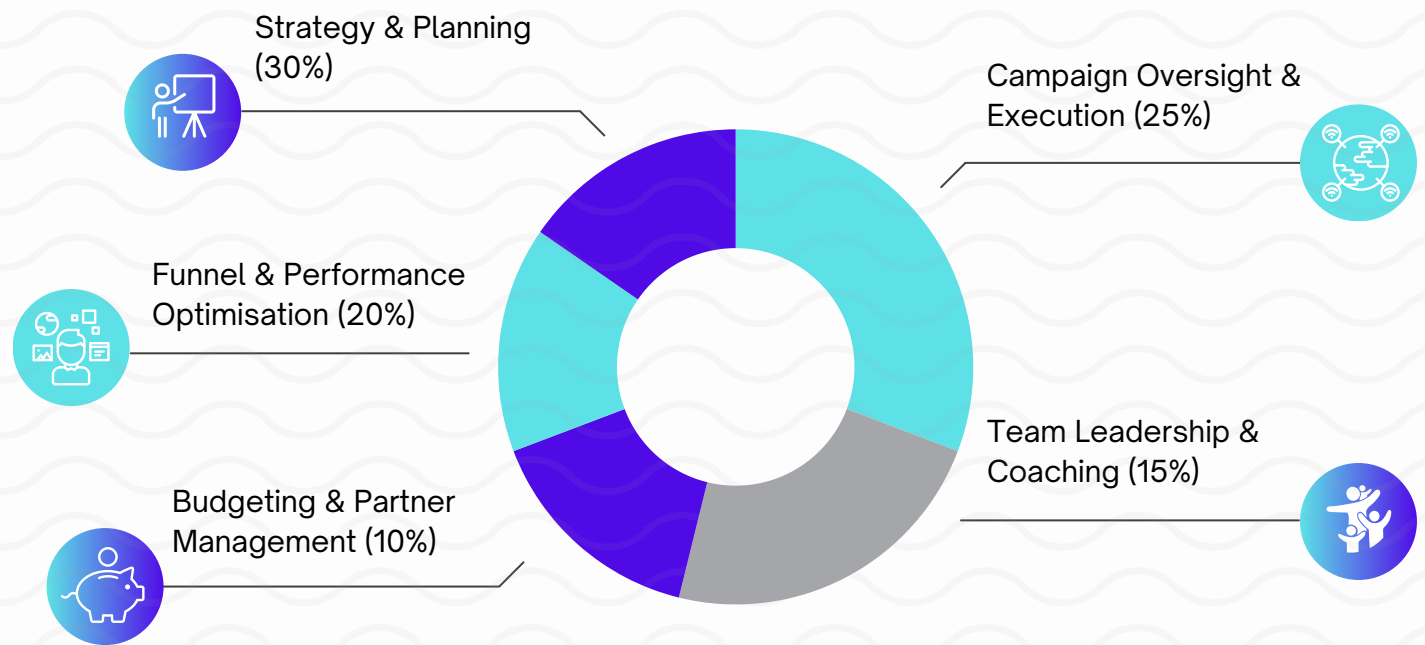
TESTED APPROACH

Our CMO’s and Marketing Directors follow a structured, outcome-driven approach that balances speed with strategic depth. They assess the situation, align with leadership, and drive ongoing measurable results.



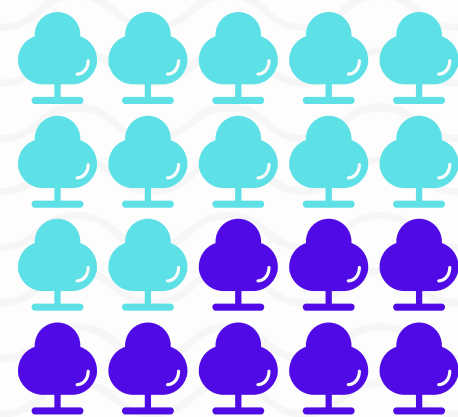
PREDOMINANT AFOCUS AREAS

While every business is unique, most fractional CMOs and Marketing Directors are brought in to solve similar challenges. From clarifying strategy and sharpening messaging to improving lead generation and marketing ROI, below are the core areas we typically cover. Whether it’s aligning your marketing to business goals, optimising your funnel, or guiding your team — a fractional CMO delivers focused, senior-level support where it counts most.



RETENTION STRATEGIES

Another key area where fractional CMOs add value is in retention strategy. It's not just about acquiring customers — it's about keeping them engaged, loyal, and driving lifetime value. From optimising onboarding journeys to crafting targeted email sequences, loyalty programmes, and reactivation campaigns, retention is often the fastest route to sustainable growth and improved margins.



ICP & FIRMOGRAPHIC ANALYSIS

A strong marketing strategy starts with clarity on who you're really selling to. Fractional CMOs often lead efforts to define and refine your Ideal Customer Profile (ICP) — looking at firmographics like industry, size, location, revenue, and decision-making roles. This analysis helps sharpen targeting, personalise messaging, and align sales and marketing around the highest-value opportunities.



KEY INSIGHTS

FRACTIONAL CMO

With a Fractional CMO or Marketing Director, you gain trusted, board-level support for you and your senior leadership team, driving strategic direction and delivering measurable, business-focused results.



Advice You Can Trust

With a minimum 20 years each of hands-on experience, our fractional CMO's and Marketing Directors are Chartered Marketers who've led teams, campaigns, and growth across multiple sectors. You're not getting guesswork — you're getting proven expertise, strategic clarity, and senior leadership you can rely on.



Cost Effective £81,600

Our average annual client saving, compared with associated full-time CMO / Marketing Director hiring costs, based on minimum viable market salary..



Team Development

We don't just deliver strategy — we build capability. Whether coaching your in-house team, hiring key roles, or leading agency partners, your fCMO helps shape a confident, high-performing marketing function that can thrive long after we've stepped back.



Results not Fluff

We don't do vanity metrics here. We focus on what moves the needle: leads, conversions, and ROI. No jargon, no bloated decks — just measurable progress and actionable insights aligned to your business goals, delivered with transparency and accountability.



Next Steps

Ready to unlock senior marketing leadership without the full-time cost? Book a call today to explore whether a fractional CMO is the right fit for your business — and what early wins you could see in the first 30 days.

fractionalfocus.co.uk