



## 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.



### Discovery & Diagnosis

**Goal:** Understand the business, team, customer, and marketing structure & performance.



### Strategy & Ideation

**Goal:** Define a strategic plan tailored to business goals, resources, and timeline.



### Execution & Delivery

**Goal:** Deliver measurable progress, test fast, and refine.



### Optimise & Scale

**Goal:** Scale what works, kill what doesn't.

## PREDOMINANT FOCUS 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.