



## 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](https://fractionalfocus.co.uk)