

Develop your marketing strategy and implement success

FRACTIONAL CHIEF MARKETING OFFICER (F-CMO)

If you're at a critical point in your business where you need to grow, hiring a fractional chief marketing officer (F-CMO) will provide you with the insights and security that an executive can bring while reducing your financial burden. Our F-CMO service is designed to support B2B and B2C companies regardless of size or industry type.

Your F-CMO will identify the right marketing strategy for your organization, develop your marketing systems and plan, ensure the right team members are onboard to achieve your desired outcomes, and ensure the team and tactics are driving sales.

OUR APPROACH

- Leverage C-level marketing leadership and expertise that aligns to your short- and long-term goals
- Benefit from an unbiased fiduciary partner that is committed to your strategy and not just expensive tactics
- Translate the direction from the CEO and Board into yearly, quarterly and monthly marketing goals
- Translate the CEO and Board's direction and vision into marketing campaigns and objectives
- Conduct due diligence on your competition, along with what makes your offering unique
- Know your target customer and how and where to engage them and why they do business with you
- Understand your path to sales and how your product or service meets the needs of your customer
- Align sales and marketing from strategy through execution
- Create a strong marketing plan, supported by a consistent cadence and defined accountability
- Know how much and where to spend your marketing dollars for the optimal return on your marketing investment
- Report weekly to the CEO on the KPIs mutually defined as important

TASKS

- Goals and Strategies
- Opportunity Assessment
- Brand Identity
- Competitive Analysis
- Customer Journey Mapping
- Sales and Marketing Alignment
- Marketing Action Plan
- Timeline and Budget
- KPI Reporting

