



How to engage a

FRACTIONAL CMO



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How You Can Work with a **Fractional CMO**



Sharpen your Marketing strategy



Align Marketing with Revenue



Drive growth without the full-time cost





A fractional CMO brings:

- Clarity on marketing's role in driving revenue
- A strategic roadmap aligned with business goals
- Actionable insights across brand, demand and conversion
- Leadership for teams, vendors and stakeholders





When Should You Consider a Fractional CMO?

- Scaling but no in-house marketing leader
- Marketing efforts scattered, no clear focus / alignment
- Burnt by agencies, need accountability
- Preparing for funding or exit
- Need commercial clarity, not just execution to report vanity metrics





Fractional CMOs facilitate strategic workshops to:

- ✓ Pressure-test growth strategies
- ✓ Identify brand, demand and pipeline gaps
- ✓ Align sales, marketing, and leadership teams
- ✓ Build an actionable marketing roadmap





A Fractional CMO engagement is tailored to your business stage and goals:

Short-Term

(3-6 Months)

Audit marketing effectiveness

Cut waste, unlock quick wins

Align teams on shared goals

Prepare for scaling, funding, or market entry

Long-Term

Ongoing Partnership

Build and lead the marketing function

Provide strategic oversight without full-time cost

Act as your marketing co-pilot, guiding execution, reviewing performance, and driving continuous growth

Support leadership teams, train marketing talent and ensure marketing stays aligned with business objectives



A tech startup lacked clear positioning, inconsistent lead generation and no marketing funnel.

Fractional CMO delivered:

- ✓ Brand messaging framework
- ✓ Demand generation strategy
- ✓ Clear lead scoring & pipeline management
- ✓ Team training for execution





A B2B services firm struggled with:

- Scattered marketing efforts
- Low-quality leads
- No clear customer journey

Fractional CMO built:

- ✓ Focused content & campaigns
- ✓ Aligned marketing & sales teams
- ✓ Optimized digital channels for ROI





Fractional CMOs help:

- Investors assess marketing risk & potential
- Founders make smarter marketing decisions
- Sales teams align on customer priorities
- Build defensible brand positions





Just another marketing consultant



A content factory



A social media manager



A strategic partner driving
commercial outcomes & campaigns





If you're:

- Stuck with stagnant growth
- Preparing for a funding round
- Lacking internal marketing leadership
- Unsure how marketing drives revenue

**A fractional CMO could be
your catalyst for success.**



Let's talk about how a **Fractional CMO** can unlock sustainable, ROI driven growth with measurable success.



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