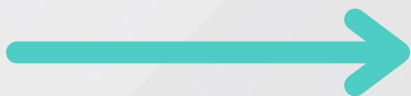


HOW TO ENGAGE A FRACTIONAL CMO FOR YOUR *GO-TO-MARKET* (*GTM*) STRATEGY

*to confidently go beyond
guesswork, build/scale the
market with clarity, speed and
confidence.*



KARTHIK K
Fractional CMO
Founder - Vyugh Marketing



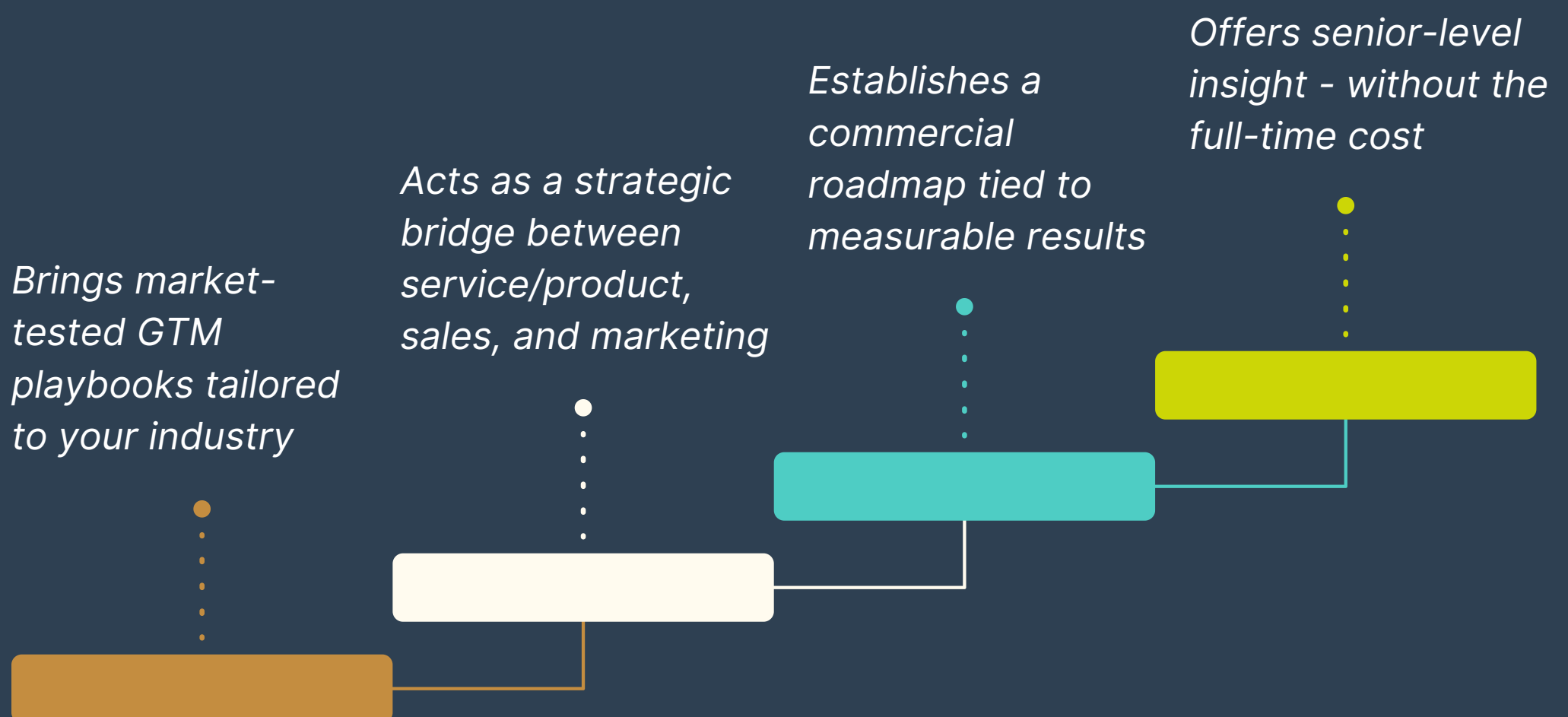
COMMON **GTM** STRUGGLES MOST COMPANIES FACE

- ✗ No clear target segments or ICP
- ✗ Positioning is generic or service/product-led
- ✗ Sales and Marketing teams are misaligned
- ✗ Agencies focused on outputs, not outcomes
- ✗ Budgets are spent without clear ROI

These are some of the common challenges I've seen repeatedly across sectors like FinTech, HRTech, and IT - especially during rapid scaling or global expansion.



WHERE A FRACTIONAL CMO ADDS VALUE

A thick, teal-colored brushstroke underline that tapers at both ends, positioned beneath the main title.

In my work leading GTM across 10+ APAC and global markets, I've helped teams and companies unlock clarity & traction without blowing up budgets.

WHAT A FRACTIONAL **CMO** DOES IN GTM PLANNING

*Audits your current
service/product-
market fit and
competitive position*

*Builds a sharp
messaging
framework that
differentiates*

*Designs a 30/60/90-
day GTM blueprint to
execute with
precision*

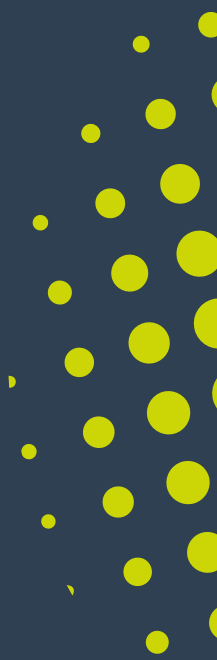
*Prioritize and align
internal teams on
campaigns, launch
goals and
sequencing*

*Defines Ideal
Customer Profile
(ICP) and buying
personas*



WHAT YOU CAN EXPECT



- ✓ GTM alignment across teams & stakeholders
 - ✓ Faster time to market with fewer false starts
 - ✓ Campaigns that convert, not just attract
 - ✓ Sales-ready collateral and demand programs
 - ✓ Strategic oversight to course-correct in real time
- 

WHEN TO ENGAGE A FRACTIONAL CMO



Before launching a new product, service, or market

When preparing for a funding round or investor pitch

If your growth has plateaued despite execution

When marketing lacks leadership but you can't yet hire a full-time CMO

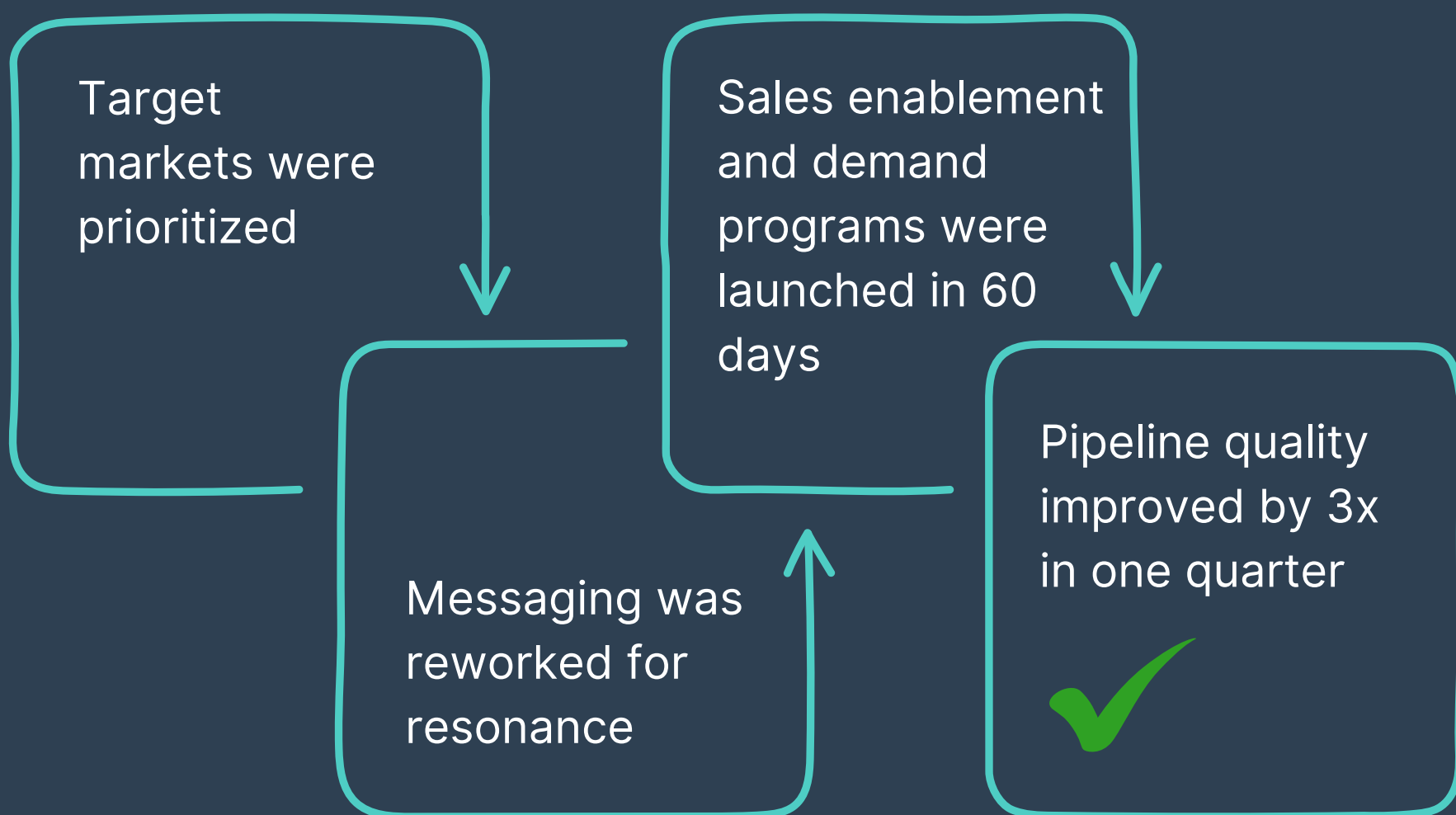


A REAL-WORLD SCENARIO



A B2B SaaS company with a strong product had no GTM clarity.

After engaging a fractional CMO:



This approach mirrors the strategic frameworks I use with startups and growth-stage firms as both a CMO and advisor.ock clarity & traction without blowing up budgets.

Let's talk about how a Fractional CMO can build your **GTM strategy**—one that connects your vision to real, scalable growth.



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