

HOW TO ENGAGE A FRACTIONAL CMO FOR DEMAND GENERATION

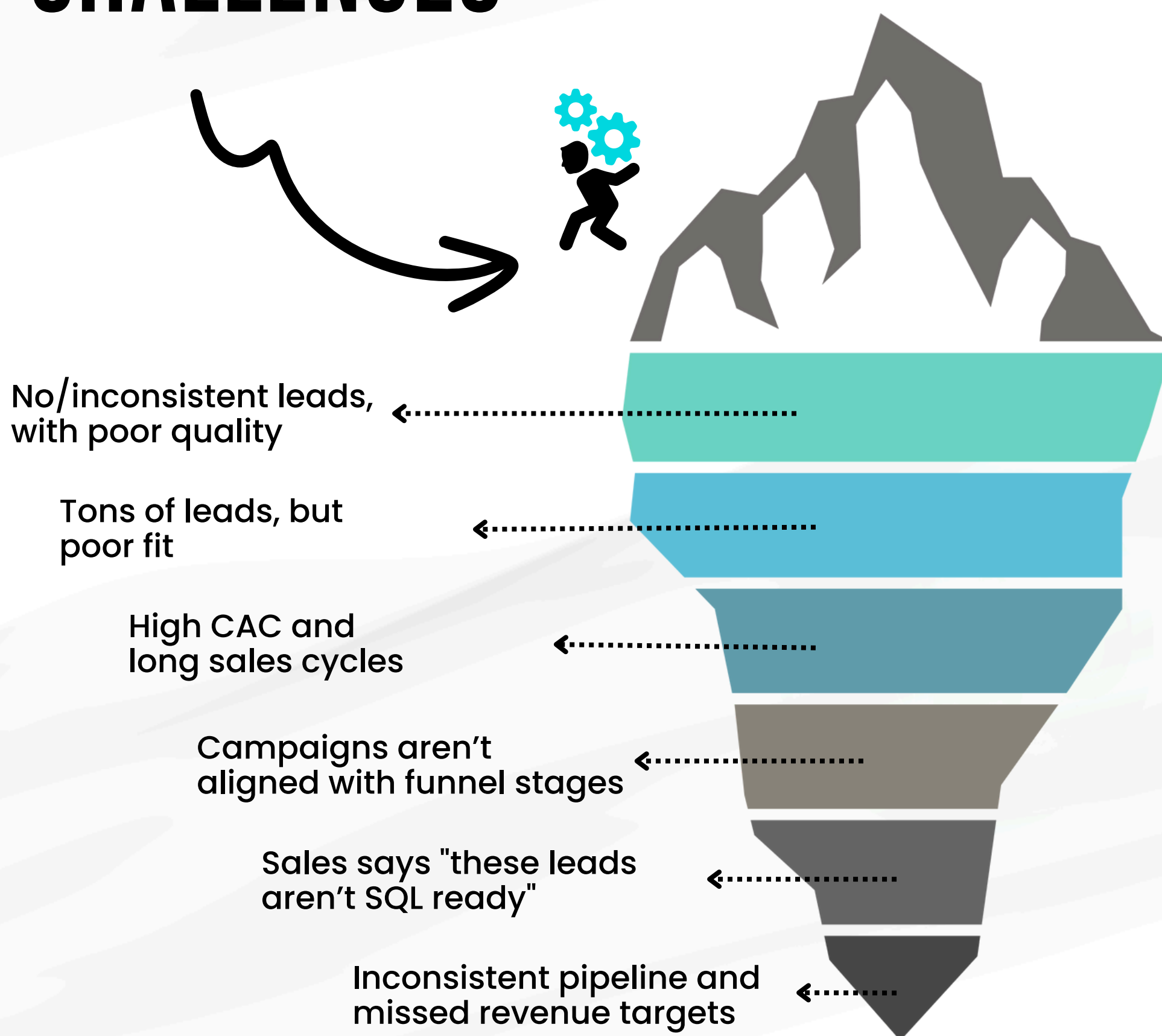
*Generating leads is easy.
But generating qualified
demand that converts?
That's where strategy
matters.*

KARTHIK K
Fractional CMO
Founder - Vyugh Marketing





THE COMMON DEMAND GEN CHALLENGES



I've worked with companies where demand gen efforts looked busy on the surface – but delivered little business impact.

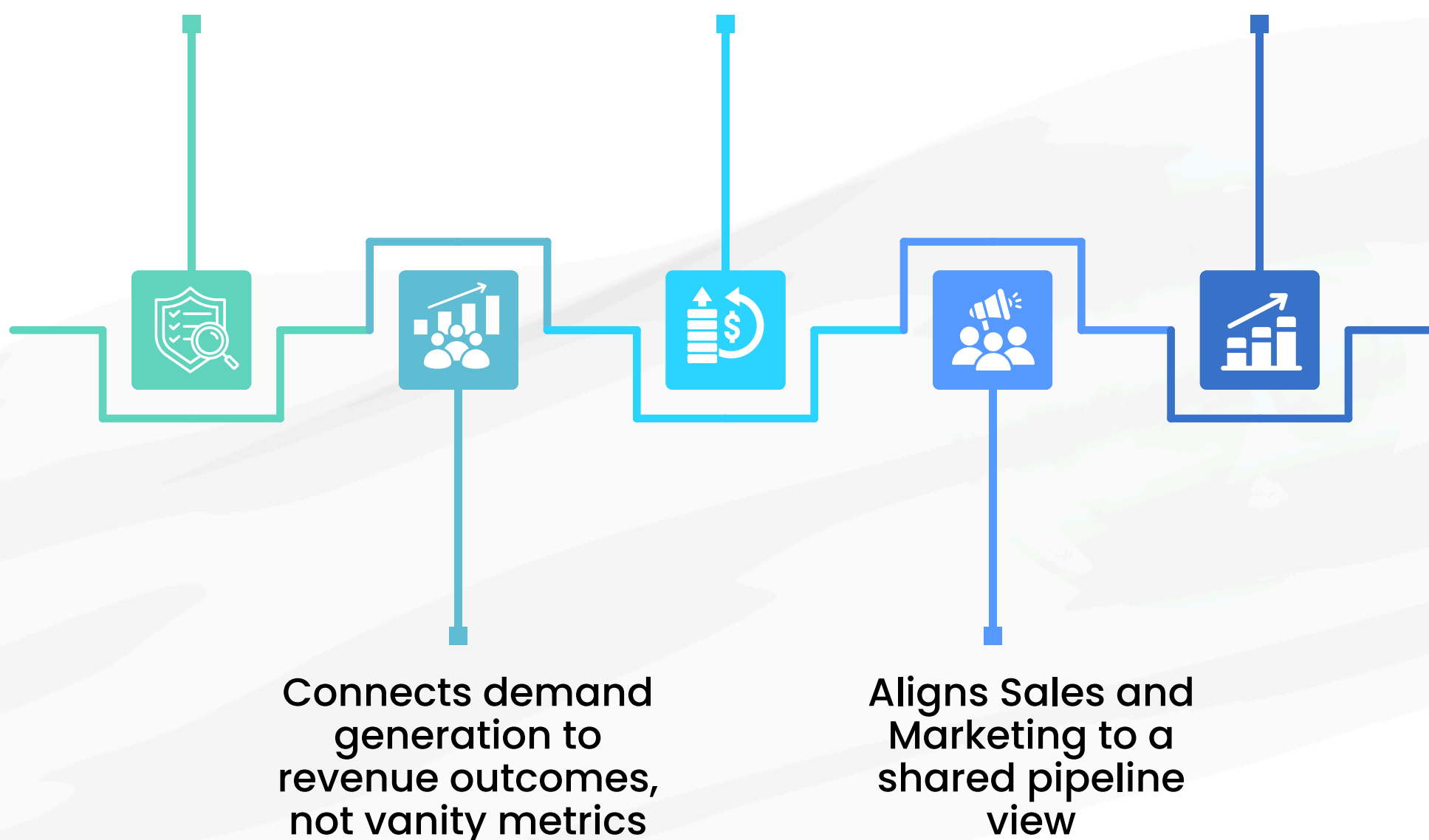


WHERE A FRACTIONAL CMO ADDS VALUE

Audits your entire
lead lifecycle -
from awareness to
conversion

Map all Marketing
campaigns to
target vs ROI

Builds a demand
engine that scales
with your growth
goals

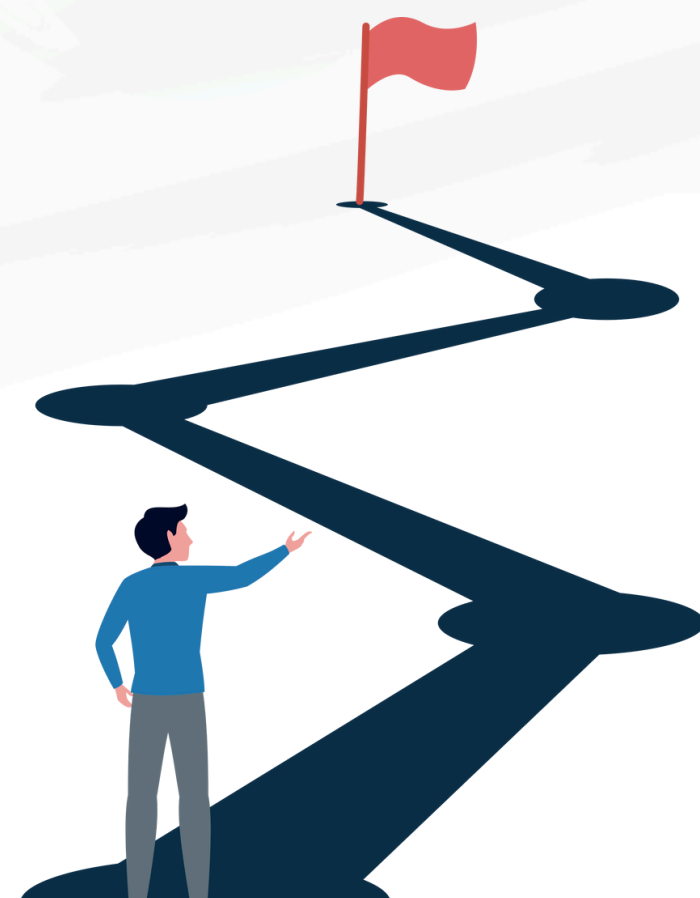


*In past projects, I've helped B2B and tech firms shift from
fragmented lead generation to structured, measurable
demand systems.*



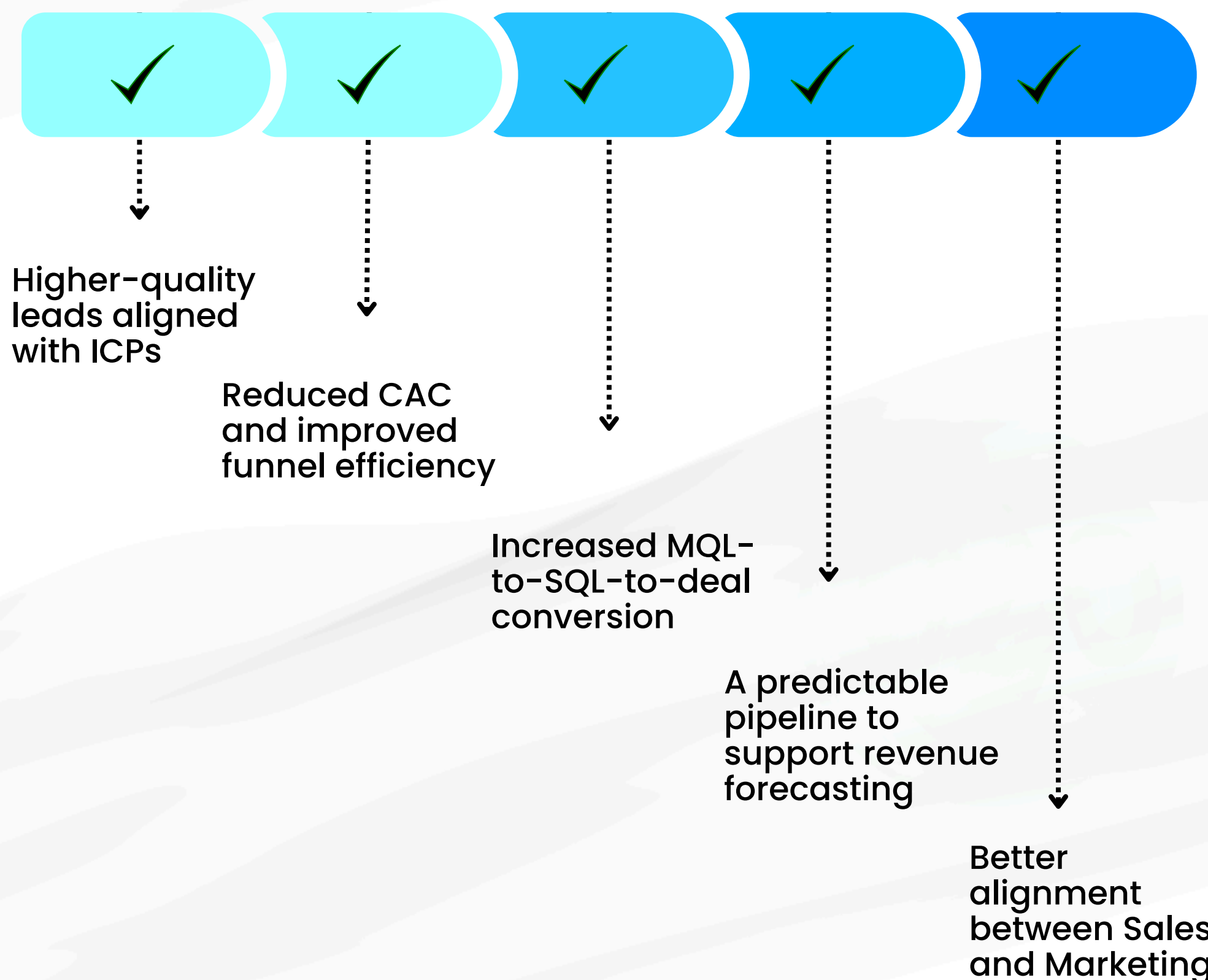
WHAT A FRACTIONAL CMO DOES IN DEMAND GEN

- ✓ Maps the customer journey across key touchpoints
- ✓ Defines lead scoring, nurturing, and handoff rules
- ✓ Builds a channel and content mix tailored to funnel stages
- ✓ Recommends or optimizes AI and MarTech stack (CRM, automation, analytics)
- ✓ Designs and launches integrated campaigns with clear KPIs





WHAT YOU CAN EXPECT



In previous roles, I've led demand programs that generated 5000+ MQLs, accelerated sales velocity, and improved campaign ROI across regions.



WHEN TO ENGAGE A FRACTIONAL CMO FOR DEMAND GEN



When lead quality is inconsistent or declining



When you're scaling but unsure where to invest



If your pipeline is unpredictable or top-heavy



When Sales doesn't trust Marketing's leads



If your CAC is rising with no clear ROI model



A REAL-WORLD EXAMPLE

A mid-stage SaaS company relied heavily on outbound with poor results.

After engaging a Fractional CMO:



ICP and buyer journey were redefined



Funnel content and paid campaigns were aligned



Marketing automation improved lead nurture



MQL to SQL conversion rate tripled in 3 months



Let's talk about how a Fractional CMO can build your demand generation engine—so every lead has a clear path to revenue.



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