

FRACTIONAL CMO SERVICES

Outsourced Marketing Leadership

What is a fractional chief marketing officer (CMO)?

A fractional CMO is an outsourced marketing leader that provides years of strategy and tactical marketing experience to small to mid-sized businesses that need higher-level marketing.

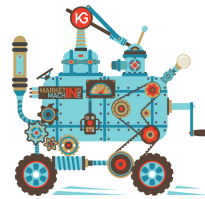
You can leverage our experience, talent, strategy, and execution at a fraction of the investment of a full-time CMO or large agency.

Most small to medium-sized companies either don't need or can't afford a full-time chief marketing officer or marketing director, but any company that wants to keep growing or take that next step can benefit from the experience, ideas, and execution that a chief marketing officer can bring.

The completion of a Marketing Machine is required for outsourced marketing leadership.



MARKETING MACHINE



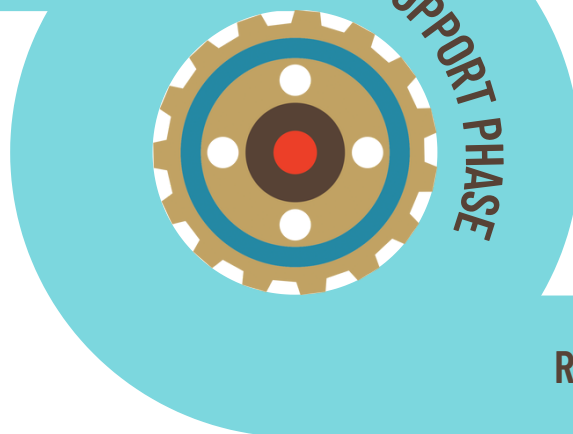
Outsourced Marketing Leadership / Fractional CMO Services

A custom recommended timeline will be outlined in your marketing machine.

LEAD & MANAGE PHASE



GUIDE & SUPPORT PHASE



REVIEW AND RECOMMEND PHASE

LEAD AND MANAGE PHASE

- Lead marketing
- Build systems
- Test tactics
- Write SOPs
- Hire / evaluate team
- Complete monthly scorecard

\$5,811/MONTH
TYPICALLY LASTS
3-6 MONTHS

GUIDE AND SUPPORT PHASE

- Oversee marketing strategy
- Begin to transfer marketing tactics
- Train & evaluate
- Take care of overflow tasks
- Recommend new ideas
- Review monthly scorecard

\$2,717/MONTH
TYPICALLY LASTS
3 MONTHS

REVIEW & RECOMMEND PHASE

- Oversee marketing strategy
- Evaluate results
- Provide monthly recommendations
- Monthly marketing meeting
- Quarterly goal review meeting
- Yearly strategy meeting

\$828/MONTH
AVAILABLE FOR
ONGOING SUPPORT AS
LONG AS NEEDED