



## THE BENEFITS OF WORKING WITH A **FRACTIONAL CHIEF MARKETING OFFICER**

- Transformational Marketing Strategies Made Simple & Effective:**  
It's more than just tactical execution; it's about the strategic orchestration of marketing that drives tangible sales growth. With a fractional CMO you get a comprehensive, proven, and repeatable marketing framework that aligns with your business objectives and fuels demand for your offerings.
- Tailored for Businesses Without a Dedicated CMO:**  
We acknowledge the pressure on CEOs and COOs, especially when it comes to nurturing a small marketing team. A fractional CMO service is a strategic solution designed for such scenarios, augmenting the efficiency of lean marketing teams in companies with revenues between \$5 - \$100 million. Experience the strategic leadership of a CMO, without the full-time financial commitment.
- Maximizing ROI Through Enhanced Campaign Effectiveness:**  
It's not just about spending on marketing but making every dollar count. A fractional CMO brings to the table the expertise that ensures each campaign is optimized for maximum effectiveness, making the most of your marketing budget. This approach has a track record of delivering impressive results and maximizing ROI.
- Stand Apart from Competitors Effectively:**  
In a competitive marketplace, differentiation is key. A fractional CMO, drawing from their expertise in Marketing strategy and branding, can help carve out a distinctive position for your business. This strategy ensures your business is recognized and preferred over competitors.
- Access C-Level Leadership at a Fraction of the Cost:**  
Hiring a full-time CMO can be an expensive affair. But with a fractional CMO, you gain the strategic insights and expertise of a CMO without the full-time salary commitment. It's a cost-effective way of propelling your business forward with high-level leadership.



**Sue Mysko**



# OUR VISION™ FRAMEWORK

**VISION™** is our proven step-by-step marketing system designed to help B2B companies clarify, align, and transform their marketing.

## V Validate

We start by auditing your current marketing machine to deeply understand performance across metrics, campaigns, budget, talent and more.

## I Imagine

Next we expand perspectives through future visioning identifying new possibilities for marketing's role in your growth.

## S Strategize

With clear goals defined, we shape winning strategies targeting your ideal customers with messaging that compels action.

## I Implement

Then we focus energy on executing high-potential campaigns with speed and excellence to acquire and retain customers.

## O Optimize

We build capabilities to continually test and optimize marketing performance using data and technology to drive efficiency.

## N Nurture

Finally we sustain growth by nurturing top talent, planning ahead, and governing the marketing machine for scale.

Completing **VISION™** transforms confusion into clarity, misalignment into focus, and fragmented efforts into an integrated marketing machine equipped to deliver predictable pipeline and meet business goals.