



Fractional CMO Fundamentals Guide

Welcome



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STRATEGY D | CMO ON THE GO

As a CMO and fractional CMO myself, from time to time I have been asked about what exactly is this new title popping up, and how does this role help companies. So, with enthusiasm this guide articulates what exactly this new fractional CMO role offers, and how it can help. First hand, there has been a pivotal shift towards more adaptable, cost-effective approaches to marketing leadership. It started with outsourcing to freelancers for small specialized project, then grew from there. The key question is straightforward yet profound: Can small-mid sized organizations leverage the strategic know-how of experienced marketing leaders, in an economically viable and impactful way?

What follows is a peel back of the layers of the fCMO model. This paper looks at the role efficacy, flexibility, calculates an expected ROI range, and suggests the value proposition offered to businesses today.

My hope is that you will use the findings, analyses, questions or lists to help your own company with your particular needs. Use this paper to better understand the nuances of selecting the right fCMO, and set realistic expectations.

For questions or comments, connect on LinkedIn, email, or phone me, straight up. Feedback, viewpoints, and insights - even contrary one - are always welcome.

Please share this PDF with any colleague, cohort, friend, or leader (CEO) who might find it useful.

Share it on social with **#FractionalCMO** and **#MarketingStrategy**, hashtags.

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What is a Fractional CMO?

Fractional CMOs (fCMO) are highly experienced marketing executives who offer their strategic expertise to companies on a part-time or contractual basis. It is ideal for organizations that need high-level marketing leadership but aren't ready for or don't require a full-time position. With significant experience (generally 20-30+ years), typically at the VP/CMO level, a fCMO brings a wealth of knowledge, helping to craft and execute marketing strategies, unify marketing and sales teams, drive growth, and improve brand positioning. All this done while aligning to the company's goals and budget constraints.



Pain Points

28%

AVERAGE PRODUCTIVITY
INCREASES RESULTING FROM
A COMPANY HIRING THE
MARKETING LEADERSHIP OF A
FRACTIONAL CMO.⁴ STUDY BY:

FRACTIONAL CMO ORG.

Modern business can run at a hyper-dynamic pace. Yet, from time to time organizations hit marketing challenges that slow their growth, making it difficult to achieve strategic objectives. This is where a fractional CMO helps to resolve critical pain points, which might be holding the company back. Pain points include getting through the challenges of setting a clear marketing direction, filling a leadership gap, getting more bang out of limited budgets, or ensuring the brand message and customer promise truly resonate with the target audience. Normally there isn't a set toolkit or set of strategies that work for every customer. Cliché as it may be, each client faces unique challenges, dynamics, and has a novel set of business needs. For each a fCMO develops targeted solutions tailored to the company's particular situation.

Pain points company's often face include:

- Strategic Direction Gaps
- Go To Market Plan development
- Expertise and Deeper Marketing Leadership needed
- Budget Optimization
- Brand Positioning & Messaging Challenges
- Sales Alignment Issues
- Market Adaptability Concerns
- Innovation and Best Practices Implementation
- Scalability and Growth Management
- Team Development and Mentoring

While reading, if any of these resonate with you then an fCMO, even brought on of a short duration, might help your company.

“There are many businesses that do indeed need that marketing leadership, but they just don't have the wherewithal to be able to hire a full-time CMO” **John W. Manley, CMO**

Five Capacities

1

Leader & Strategist:

Here the fCMO leads and mentors the marketing team while devising comprehensive strategies to drive growth, aligning with the company's vision and goals. This is a full CMO role, but done on a part-time or consultative basis, as in 1-3 days per week, rather than full time.

2

Startup Marketer:

Beyond strategy development, this mode also engages in creating marketing assets, and blending in direct hands-on execution. Here the fCMO lays the groundwork (marketing strategy, Go-To-Market (GTM) plan ...), and embodies the role of a manager, coach, and marketing practitioner. This stage is characterized by a roll-up-your-sleeves and get things done, attitude and management style (if there is a team).

3

Strategic Advisor:

In this case, a fCMO offers expert advice and guidance to optimize marketing and improve team capabilities, ensuring strategies are well-executed. They bring external expertise for course correction, industry best practices, and team alignment in an advisory capacity. The fCMO often collaborates closely with the CEO or board, advising on strategic directions, business pivots, acquisitions, or other initiatives.

4

Special Projects:

fCMOs are often hired for specific project initiatives. The board or managing director outlines a project with scope, timeline, and deliverables. Such projects might include a full marketing strategy, Go-To-Market plans, marketing audits, content plans, or efforts to align marketing and sales.

5

Coach & Mentor:

In this capacity, the fCMO uses their expertise to enhance the marketing team's strategic skills while helping develop their professional acumen. They elevate capabilities, instill best practices, and improve decision-making, focusing on personal and team development. Working closely with senior marketers, the fCMO bridges strategy and execution, preparing the team for both immediate and future challenges.



Answering these pain points fractional CMOs are often retained for one of five roles.

Deliverables of a fCMO

36%

COMPANIES THAT HIRE FRACTIONAL CMOS HAVE A 36% HIGHER LIKELIHOOD OF ACHIEVING THEIR LONG TERM STRATEGIC GOALS - COMPARED TO COMPANIES WITHOUT ⁵

JOURNAL OF BUSINESS STRATEGY

Upon embarking on a partnership with a company, a fractional CMO quickly becomes a catalyst for transformation. Normally their mandate is to navigate the complexities of marketing to propel the business. The nature of this role, inherently flexible and adaptive, lets each fCMO tailor their approach to the unique needs, challenges, and aspirations of each organization.

Having stated that each role is different, and each company scenario unique, there are certain standard deliverables you can expect from a fCMO. Expressly, we are talking about the first two modes expressed in the previous section. For the Leader & Strategist, and Startup Marketer modes, certain core deliverables can be expected as fundamental. Below is a list of the top 10 you should expect.

1. **Marketing Audit:** Assess current marketing efforts, strategies, and outcomes to identify strengths, weaknesses, opportunities, and threats.
2. **Marketing Strategy:** Develop a comprehensive marketing strategy aligned with the company's business goals and objectives.
3. **Go To Market Plan:** Documents a plan that outlines the approach to marketing and selling the company's offering. This must be broken into the Marketing Fundamentals (target market, ideal customer profile, positioning, messaging, etc), and Core Execution Plan (route to market, content plan & approach, sales cadences, nurture stream setup, etc).
4. **Marketing Budget:** Review and reallocate the marketing budget to focus on high-ROI activities and cut down on inefficient spending.

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“It’s about accountability and the ability to say where things are not working. Being very transparent and honest about what doesn’t work... adds a lot of credibility.... Having that ownership to try to figure out how to get better creates a sense of authenticity and the fact that you’re not just tooting your horn as a brand. You are showing where the gaps are.” **Imraan Hassam, VP Marketing**

- 5. Brand Positioning:** Refine the company’s brand positioning and messaging to ensure it resonates with the target audience and differentiates from competitors.
- 6. Demand Generation:** Articulated in the GTM plan, implement or improve lead generation, conversion rates, and nurturing programs to build pipeline, and drive sales growth.
- 7. Sales and Marketing Alignment:** Work closely with the sales department to ensure alignment on strategies, objectives, and communication, enhancing the lead-to-sale conversion rate.
- 8. Digital Marketing:** Evaluate and optimize digital marketing channels (SEO, PPC, social media, email marketing) for better engagement, conversion, and customer acquisition.
- 9. Leadership and Development:** Mentor and develop the marketing team, filling knowledge gaps and promoting a culture of continuous learning and improvement.
- 10. Performance Metrics:** Set key performance indicators (KPIs), monitor marketing performance, and report on progress towards goals, adjusting strategies as needed.

Naturally these will change with each client circumstance. But it is a good list to consider while both hiring a fCMO, and to help outline your expectations of what your company needs from them.

CMO: Fractional vs Full Time

48%

DEMANDMETRIC DATA SHOWED THAT COMPANIES ENGAGING FRACTIONAL CMOs REPORT 48% FASTER TIME-TO-MARKET FOR NEW PRODUCT AND SERVICE INTRODUCTIONS - ON AVERAGE. THIS TRANSLATES INTO FASTER RETURN ON INVESTMENTS ⁶

DEMANDMETRIC

In the strategic landscape of modern business, the debate between opting for a Fractional CMO versus a full-time CMO is pivotal. Companies are appropriately striving to navigate their marketing journey efficiently. This becomes significant when thinking through the overarching impact on a firm's resources and strategic direction. The fractional CMO model emerges as a compelling solution for companies that want to leverage a high-caliber marketing leader without the full-time financial commitment. The value proposition from a cost savings angle is evident. Not only does this come through in terms of reduced fixed costs (salary), but also when accounting for the reduced overhead associated with benefits, paid vacations, and other employee-related expenses. In effect, this model democratizes access to seasoned marketing expertise. This model puts an otherwise expensive resource, within the grasp of a firm that needs to be nimble. Simply put, emerging businesses might not otherwise be able to afford such deep expertise. SME businesses can now leverage the depth of industry veterans that can make a difference to growth.

Fractional engagements bring greater flexibility and reduced risk to the equation. As independent consultants, fractionals provide a level of agility that works well for dynamic businesses. This is especially true where the ability to pivot and adapt strategies quickly is invaluable. Further, should the synergy between the fractional CMO and the organization falter, the ease of 'moving on' without the complications of a traditional employment termination, is a clear advantage. But, it is important to temper expectations with reality. A fractional CMO, is typically engaged for 1-3 days per week. This will not mirror the output of that individual in a full-time executive role. This limitation takes a much more focused approach. Fractionals need to prioritize strategic over routine tasks to maximize the impact across their condensed schedule. The model fosters a high degree of strategic input and mentorship, focusing on laying the groundwork for sustainable growth, brand positioning, and aligning marketing strategies with business objectives.

70%

OF CEOs GLOBALLY BELIEVE THAT WITHIN THE NEXT 3 YEARS GENERATIVE AI WILL SIGNIFICANTLY CHANGE THE WAY THEIR COMPANY CREATES, DELIVERS, AND CAPTURES VALUE. ⁷

PWC

LEVERAGING A FRACTIONAL CMO HELPS BRING IN BEST PRACTICES FROM OTHER COMPANIES AND INDUSTRIES, TO STRENGTHEN YOUR OWN CAPABILITIES AND NEW TECHNOLOGY ADOPTION. NOT ONLY DOES THIS HELP YOUR TEAM IMPROVE SPEED AND

Consider the pie chart in figure 1. This is a moment in time observation of a fCMOs time allocations. It is taken from a real client case mid way through a quarter. In this case over 73% of their time allocation is to core deliverables. Another 23% is devoted to executive and marketing meetings. You might argue that more time should be spent in executive meetings, but this example shows the highly disciplined focus on developing Strategy and Planning, followed by driving marketing projects (content, campaigns, etc), and a reasonable time allocation to other issues. Internal email, unsolicited vendor calls, partnership pitches, social and cultural meetings, and so on, are kept to a minimum. Here the company gets a highly concentrated CMO with few distractions.

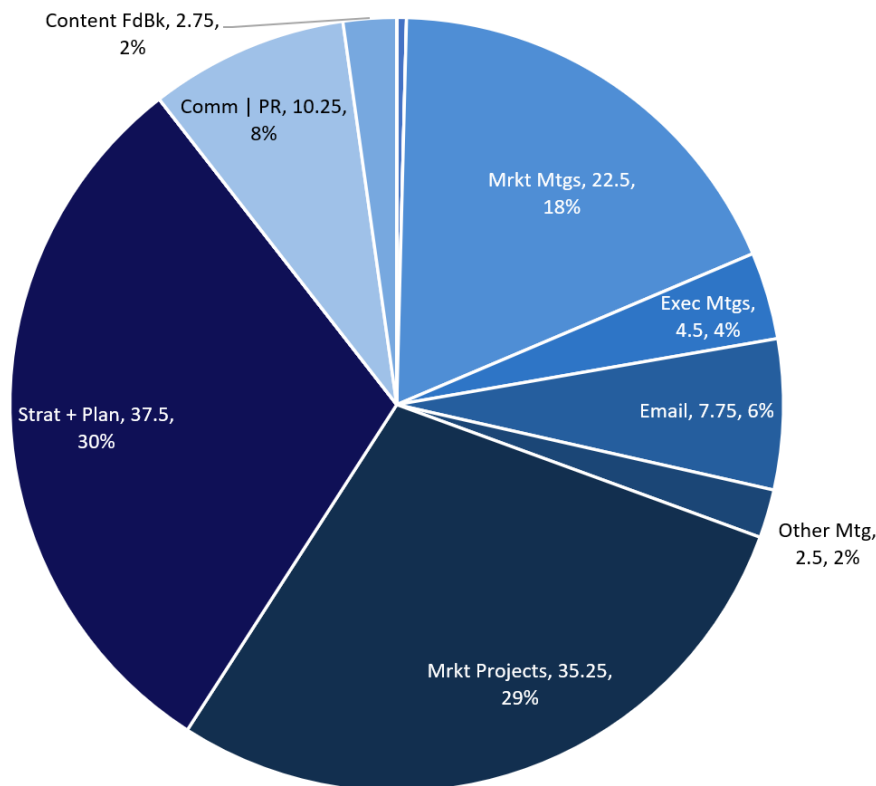


Figure 1: Real Example of Fractional CMO Time Allocation

Choosing between a fractional and a full-time CMO ultimately hinges on a company’s specific needs, budget constraints, and strategic goals. The fractional model offers a blend of flexibility, cost-effectiveness, and access to seasoned expertise. This makes it an attractive option for companies at various stages of growth. It provides a strategic partnership that supports not only the marketing function but the broader organizational ambitions. This while also keeping a keen eye on the efficient use of resources and the ability to dynamically adapt to market conditions.

ROI for a fCMO

+29%

FRACTIONAL CMOS EXPERIENCED AN AVERAGE REVENUE GROWTH RATE OF 29% COMPARED TO 19% FOR THOSE COMPANIES WITHOUT. ⁸

HARVARD BUSINESS REVIEW

Setting aside the comparison between a full time versus a part-time CMO resource, the question arises about whether there is a return on such a partial resource. In effect, what is the ROI of a fractional CMO?

Calculating the return on investment of a fractional CMO is neither a directly easy task, nor are all parts easy to monetize. Yet, it is an important question and consideration. Managing directors and CEO's need to know whether a fCMO is worth the investment. Will you get a return on this choice?

First consider that a return on investment in it's simplest form is the incremental net revenue generated from retaining a fCMO's services, divided by the costs of doing so. From a direct incremental revenue generation consider:

- fCMO's growth hacking, and direct referrals
- Incremental Marketing attributable pipeline generated
- Upsell / Cross sell additional sales
- Partnerships resulting in more units sold (associated with fCMO's efforts)
- Boost in profitability from improved customer conversion

Beyond pure direct, short term incremental revenue, there are several less tangible benefits, or long term 'residual' effects that a fCMO will impact. These too need to be considered and monetized, then included in the evaluation. Residual benefits include:

- Greater effectiveness of the marketing team
- Drive in greater productivity of marketing / BDR team
- Brand equity growth raising awareness, credibility, and trust levels with target market
- LTV (Life Time Value) growth - retention improvements
- Long term growth of Inbound Leads from digital and general awareness improvements
- Intangibles of improved innovation due to leadership



Finally, on the costs side, the main component will be the fractional CMO's fees. Typically these are charged on a retainer basis. Experienced fractional CMO's run about \$200 - \$350 USD per hour, as a rule of thumb. A common fee structure ranges between \$10,000 - \$14,000 USD per month, for one day of fCMO services per week.

On the cost side of the equation, consider too, several ways that a fractional CMO can help reduce costs. Such examples must be subtracted from the fCMO fees (costs). Cost cutting might include:

- Reducing unneeded marketing spend
- Improvements in SEM / SMM marketing reducing wasted fees
- Re-engaging unproductive staff, or restructuring
- Cutting ineffective agencies and agency spend

"It's about the rifle approach versus the shotgun approach. Always keep your team focused on their target audience. Always use the rifle approach." **Carlos Araujo, VP Marketing**

ROI Model

~43%

FRACTIONAL CMO COST A
FRACTION OF THE ANNUAL
SALARY AND BENEFITS OF A
FULL TIME CMO

Taking the ROI elements discussed into account, with the collaboration of several fractional CMO colleagues, we analyse a straight forward model using highly conservative values. Refer to Appendix C for details. Estimates below are conservative but realistic.

McKinsey & Company's recent research shows that "about 80 percent of CEOs believe CMOs can be a major driver of growth."¹ Using the previously discussed values that fCMOs charge **\$200-\$350 USD per hour**, or **\$10k - \$14k USD monthly retainers**, the ROI calculations provide an ROI range. Fractional CMOs provide a **net ROI between 5.4x – 12.3x**. As a comparison, Ferris Ayar independently estimated an ROI of 5.9x in his Forbes article "The ROI of a Fractional CMO".² In effect, for **every dollar spent the company can expect between \$5.40 - \$12.30 in returns**. Needless to state that with the extremely conservative nature of this analysis, the services of an experienced fractional CMO offers a compelling value proposition.

As a side note, the calculation in this model considers direct revenue by the end of the first year. Then it also adds estimates for the intangible revenue derived from branding improvements, and other positive residual effects provided by the fCMO. Only the first year is considered for direct revenue, while the branding and residual effects are brought to present value from the ensuing 2 years. Two years is a reasonable time to capture these residual impacts.

"The greatest error I see in marketing programs is too much focus on the marketing campaign and not enough focus on how the marketing and sales teams will be ready to strategically and elegantly nurture the lead once it comes in." **JJ Barnes, CMO**

Intangible Benefits

82%

OF EXECUTIVES PERCEIVE THAT A FRACTIONAL CMO WILL PROVIDE UNIQUE INSIGHTS INTO A BUSINESS BASED ON THEIR EXPERIENCE WITH OTHER BUSINESSES, AND CAN ENHANCE THEIR OWN QUICK PIVOT CAPABILITIES - WHEN NEEDED.⁹

THE CMO CLUB

Beyond just the hard revenue drive from demand generation, and the expected positive branding effects from the fCMO's strategy and guidance – there are other factors to note. Consider that a fCMO will help to support the CEO with the direction of the company and expressing this to the board of directors. It conveys a clear notion that the company means business, is planning to grow, and is building the right strategies and direction from a marketing and sales perspective.

Increases in revenue and brand equity not only boost current financial health but also enhance the company's market position and attractiveness to investors. It is largely startups, small, and select medium sized companies that retain fCMO's. As such, having a fCMO's services provides evidence to venture capital firms, and investors that the company has a strategy, is organized, and is investment worthy. Naturally valuations will vary, but showcasing a successfully experienced fCMO as an advisor, and co-builder within the organization – will boost your growth potential.

Then there are other factors to consider such as the impact on the company culture. Consider aspects like improved team morale, enhanced employer brand reputation, and increased customer satisfaction, that can all result from fCMO's efforts. McKinsey also notes that high-growth companies are more likely to have 'Unifier' CMOs, who foster robust, collaborative partnerships across the C-suite. This suggests the strategic involvement of a fCMO in company-wide initiatives can be a further, less tangible catalyst for growth.

Finally, given that fCMO's are independent consultants, this also means that a company receives the benefits of a concentrated strategic and project oriented efforts, without triggering additional headcount. For smaller organizations, this can be a significant concern, keeping a focus on showcasing a lean and efficient organization to current and future investors.

Existing Senior Leadership

95%

OF COMPANIES THAT HIRE
A FRACTIONAL CMO ARE
SATISFIED WITH THE RESULTS -
AND HAVE PLANS TO CONTINUE
OR EXPAND THE RELATIONSHIP

10

DIGITAL AUTHORITY PARTNERS

Is a fCMO only available to work for the CEO or board as the senior most marketing leader? What if my organization already has a VP of Marketing, or a CMO in place? Can a fCMO still be beneficial to my organization, or will this merely create political strife?

First of all, companies should only engage a fCMO with significant industry, marketing, and leadership experience. Doing so increases the value that fCMO will bring to your team. Part of this value is the opportunity to work with existing marketing leadership to help on a special projects, or coaching & mentoring capacity.

A VP of Marketing might engage a fCMO to take on a project of re-freshing the brand, positioning, or key messaging, for example. In this case the VP may not have the time to take on such a project, which can be onerous. They also benefit from an experienced outsider, re-viewing the situation from a neutral, non-indoctrinated perspective. In this example, the fCMO has a well defined, high level deliverable that entirely supports the existing marketing leadership.

Alternatively, fCMOs are often engaged to infuse maturity and a holistic approach into marketing. Marketers are often promoted as a company grows. This can result in a junior marketers holding senior positions. In this case a mentor and trusted advisor can make a difference to the company. A seasoned advisor helps develop the team professionally, and can provide sound directional guidance. Win-win.

“Consider the word ‘campaign’ and how people misunderstand what a campaign ought to be.... There shouldn’t just be a demand gen campaign in the absence of brand, customer engagement, and sales enablement.” **Alan Gonsenhauser, CMO & Executive Advisor**

Finding a fCMO

92%

OF COMPANIES BELIEVE THEY SHOULD HAVE HIRED THEIR FRACTIONAL CMO SOONER. ¹¹
RESEARCH FROM:

CMOS-ON-DEMAND

Ok. You are convinced. Maybe it is worth trying out a fractional CMO. There are plenty of advantages to bring into your organization and it is a low risk, after all. But where to start?

Embarking on this journey starts within your own professional network. Reach out to colleagues, similar but non-competing businesses, other marketers with whom you have worked, or industry peers. This is a natural first step, to ask about whether they know of a qualified, and reputable professional working as a fractional CMO. Your personal connections can often provide insights into the work ethic, compatibility, and effectiveness of candidates in ways digital searches simply can't replicate.

Next step, look for connections on LinkedIn. It definitely offers a broader landscape of professionals to explore. Searching for "Fractional CMO" on LinkedIn not only unveils a list of potential candidates but also provides a deep dive into their professional backgrounds. Reviewing their industry background, marketing experience, leadership roles, results achieved, and the size of teams managed, all reveals a deep view of their capabilities and likely fit. Better yet, LinkedIn also lets a true CMO showcase their thought leadership, and passion about your industry or their profession. Look for research, whitepapers, case studies, and articles they have posted or published. You can often find this on a Fractional CMO's direct LinkedIn profile page.

Don't underestimate this content. You want a professional who is continually learning about their own profession and industry, and one who is refining their own thoughts on strategy and marketing. Publishing content on LinkedIn shows this to be a committed professional passionate about their business. It is a testament to their expertise and approach to marketing challenges.



Beyond that, look for endorsements and reference comments on their profile. These offer a glimpse into how these individuals are viewed by colleagues and clients alike. Consider it an indirect form of vetting.

While this search can be overwhelming, another option is to reach out to specialty companies that host networks of fractional CMOs, such as CMO on the Go. A focused organization like this will not only work on matching the right CMO to your company's specific needs, but also offer other advantages. As an example a fCMO in such an organization will have the advantage of a broader network of marketing professionals to draw upon when needed. Mastermind sessions help fCMOs with continual development, and a peer group to serve as a sounding board. This collective expertise can be invaluable, especially when facing challenging projects.

61%

OF COMPANIES IN A HBR STUDY REPORTED INCREASING THE NUMBER OF CHANNELS THEY USE, ACROSS B2B AND B2C BUSINESSES. ¹²

HARVARD BUSINESS REVIEW

WITH A FRACTIONAL CMO YOUR COMPANY CAN ENSURE YOU LEVERAGE NEW CHANNELS TO THEIR FULL EFFECT.

Then, you can also try recruitment agencies, posting ads on Indeed, Monster, or Seek. If going this route, try other disruptive services from companies like Scout Talent – which offer flat fee employer services (no percentage of the candidates wage, bonus, or backend additional fees). Scout Talent does the work for you by providing a list of qualified candidates for you to consider.

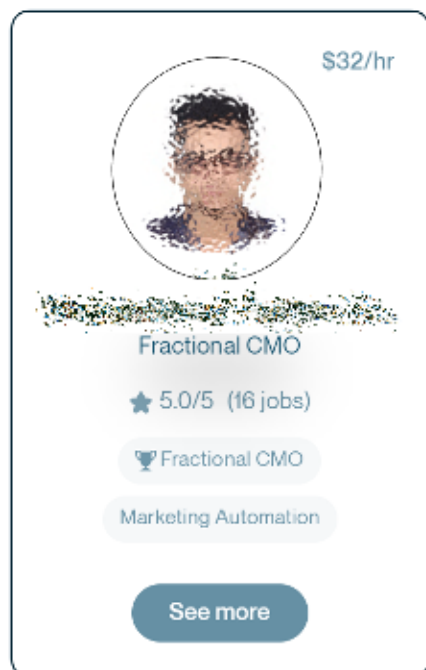
Although, the reader is encouraged to leverage the above resources, a growing number of freelancers have been gravitating to online talent marketplaces, like Upwork. From a study by MBO Partners in 2022, the Figure 2 shows the clear growing trend among independent workers to find matches with employers using such platforms.³ Although this is one of the options available, use it with a caution. There has been a dramatic rise in the loose use of the term fractional CMO, to characterise one’s work in the freelance space. Prices for service on such platforms vary wildly. Remember the two axioms “buyer beware”, and “you get what you paid for.”

	2012	2015	2018	2019	2020	2021	2022
Used an online talent platform to find work over the past 12 months	3%	15%	22%	24%	27%	40%	41%
Plan to use online talent platform to find work over the next 12 months	4%	18%	24%	29%	33%	43%	46%

Figure 2: Use and Projected Use of Online Talent Marketplaces
(Full and part-time independent workers providing services) ³

Regardless of the route taken to find a Fractional CMO, the key lies in thorough vetting and alignment of expectations, considering the unique model of engagement that a fractional CMO brings. Make sure their approach, experience, and vision aligns with your company’s goals and culture. Carefully selecting a Fractional CMO through referrals, professional networks, or specialized agencies, companies can secure the strategic marketing leadership needed to propel your business forward. However, the importance to highlight here is to make sure to scrutinize the candidate and service for the true value proposition on which they will deliver.

Beware Imposters



With the uptick in freelancing taking place in the U.S. and world-wide, there is a growing risk of hiring fCMO imposters. The allure of the “fractional CMO” title, adopted by some to command higher fees, has introduced a wave of freelancers who simply lack crucial executive marketing experience to be a legitimate asset. A cursory scan of Upwork’s own list of “Best Fractional CMO’s” included multiple individuals with limited, largely low-level tactical experience. They may have done a great job at those elements, but that isn’t the essence of a fractional CMO. It is not merely a strategic marketing function but an executive role that demands the experience of balancing marketing strategies, multiple marketing disciplines, and the capacity to drive end-to-end marketing programs.

Genuine fCMOs are all about providing extensive experience, to help advise and guide. This experience equips them with the ability to craft and execute sophisticated marketing strategies, drive growth, and enhance brand positioning. All this while aligning with the company’s goals and budgetary constraints.

To safeguard your company’s interests:

- scrutinize candidates’ industry experience,
- question overstated results,
- demand verifiable references,
- evaluate strategic depth, and
- seek evidence of a real track record, including documented successes and case studies.

Transparency is also key. Authentic professionals are open about their methods and limitations. Ensure a clear understanding of what they can deliver, and that they are not overselling you. Refer to Appendices A, and B. Material here helps outline the deliverables of a fCMO, and the questions to ask during an interview.

Conclusion

60%

THE ADOPTION OF FRACTIONAL CMOs OVER THE PAST FIVE YEARS HAS INCREASED BY OVER 60% ¹³

CHIEF OUTSIDERS

Summing our exploration into this new, dynamic, and transformative world of Fractional CMOs (fCMOs), it's clear that the landscape of marketing leadership is evolving. The fCMO model stands not just as a solution but as a strategic advantage for organizations navigating the complex currents of modern business. This paper has journeyed through the essence of what it means to engage a fractional marketing executive. It sheds light on their pivotal role in addressing key marketing challenges, driving growth, and aligning strategies with business objectives.

Finding and integrating an fCMO into your organization is an effort that should be undertaken with strategic foresight and thoughtful consideration. It takes a blend of recognizing the unique needs of your business with then matching those needs to the right marketing leader. The path to discovering an effective fCMO, as outlined, begins within the rich network of your professional circles and extends into the broader horizons of platforms like LinkedIn and specialized matching services like CMO on the Go, or Scout Talent. Each avenue offers its own set of opportunities to connect with marketing leaders whose experience, expertise, and vision can align with and amplify your company's goals.

**KNOWLEDGE
= POWER!**

Empower your Network
(colleagues, VP, CEO)

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The contrast between the traditional full-time CMO and the fractional model highlights a shift towards flexibility, cost efficiency, and strategic focus. By choosing a fractional CMO, companies can leverage high-level marketing expertise in a way that is both economically viable and strategically agile. This model lets companies scale their marketing efforts thoughtfully and responsively, adapting to market changes, seizing opportunities, and addressing challenges – all with the guidance of seasoned executives.

Moreover, the fCMO brings a concentrated focus on delivering im-

ROI

FOR EVERY DOLLAR SPENT ON A FRACTIONAL CMO, A COMPANY CAN EXPECT \$5.40 - \$12.30 IN RETURNS.

STRATEGY D

purposeful marketing strategies and initiatives, operating with a clarity and purpose that maximizes their limited time with the company. This focused approach ensures that strategic marketing efforts are not just planned but executed efficiently, driving measurable results and contributing to the company's growth trajectory.

In conclusion, the fractional CMO represents a paradigm shift in how companies can approach marketing leadership. It offers a solution that is adaptable, economically sensible, and strategically profound, allowing businesses of all sizes to access top-tier marketing expertise. As companies navigate the future, consider the fCMO an option for strategic agility. This new role offers a pathway to growth, innovation, and competitive advantage. Bringing on a fractional CMO is not just a decision to fill a leadership gap. Rather, it is a strategic move towards redefining the future of your company's marketing and sales success.



Let's Talk



CHARLES DIMOV
FRACTIONAL CMO

Thinking about a Fractional CMO's services? No better time for a pressure free discussion about how it can help your company.

Charles Dimov is a seasoned B2B Marketing Leader with 25+ years of experience, specialized at elevating high-tech and SaaS startups, scale-ups, and small businesses. As a VP of Demand Generation Marketing in the SaaS industry for over a decade, Charles has a proven track record of driving pivotal growth: increasing SQLs by 31.5X and sales pipelines by 5.2X in his past 2 roles. His expertise extends to scaling marketing from zero (startup) to teams of 25+ professionals.

With strengths in Strategy, Content, Demand Generation, and Product Marketing, Charles' holistic approach has consistently turned around and scaled companies to new heights. SaaS Industry breadth includes: work in AI Tech, FinTech, HRTech, LegalTech, RetailTech - ECommerce and Supply Chain (OMS / WMS), and the Salesforce ecosystem.



At CMO On The Go, we tailor our fractional Chief Marketing Officer services specifically to you and your business's unique needs. We're here to help you amplify your marketing strategy affordably, without the need for a full-time commitment. Our approach is personal and focused: we dive into understanding your market presence ambitions, expansion plans, product development, and diversification goals. With us, you'll find a partnership that's committed to transparency, dedication, and the kind of support that aligns with your vision for growth.

Book your discovery call now:

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W: www.CMOontheGo.Net

Marketing Research



Benchmark Research investigating the Content on over 120 B2B Websites.
What are Best Practices to follow?

Dive into the heart of B2B marketing with the latest insights from the 2023 High Tech Industry benchmark. Discover the golden ratio of content production per employee, unlocking strategies that have leading companies stand out. Learn why case studies reign supreme, the strategic focus on marketing funnel stages by company size, and the underutilized power of newsletters. This benchmark is your compass in the ever-evolving landscape of B2B content marketing, guiding you to not just meet but exceed industry standards. Propel your brand forward by leveraging these pivotal findings.

Find it on LinkedIn - "Featured Documents"

<https://www.linkedin.com/in/cdimov/>

FREE to download - NO STRINGS ATTACHED !



Appendix A

15 Fractional CMO Deliverables that clients can expect.



1. **Marketing Strategy Development:** Creating a comprehensive marketing strategy tailored to the client's business goals and market conditions. This includes developing a Go To Market (GTM) Plan. GTM Plans provide are broken into the Fundamentals Marketing Plan, and Core Engagement Plan. This provides a thorough perspective on how your company and team tactically executes toward the marketing strategy.
2. **Brand Positioning and Messaging:** Developing and refining the brand's positioning, value proposition, and key messaging to ensure market differentiation.
3. **Content Marketing Plan:** When only 40% of companies have a documented, predefined content marketing plan, this is a particularly good use of a Fractional CMO's efforts. Crafting a strategic plan for content creation and distribution across various channels to engage the target audience.
4. **Digital Marketing Strategy:** Designing strategies for SEO, PPC (SEM, SMM), social media (SMO), and email marketing to drive online presence and lead generation.
5. **Lead Generation Campaigns:** Implementing targeted campaigns to attract and convert leads, including setting up lead scoring and nurturing processes.
6. **Demand Generation Plan:** Often there is a gap between sales and marketing teams. The Fractional CMO works closely with both – to bridge this gap. An example is working on developing Sales Automation capabilities like developing and driving cadences for BDR and sales team.
7. **Sales Enablement Support:** Providing the sales team with necessary tools, materials, and training to improve sales efficiency and effectiveness.
8. **Product Launch Strategies:** Planning and executing go-to-market strategies for new products or services, including promotional activities and partnership opportunities.
9. **Marketing Automation and Technology Stack Optimization:** Evaluating and optimizing the marketing technology stack to improve operational efficiency and campaign performance.

- 10. Data Analysis, Reporting, and KPI:** Analyze marketing performance data to measure campaign performance and both set KPI targets for the team and provide regular reports with actionable insights.
- 11. Budget Management and ROI Optimization:** Managing the marketing budget effectively to maximize return on investment and allocate resources efficiently.
- 12. Crisis Management Planning:** Developing strategies to manage potential brand crises, including communication plans and response protocols.
- 13. Partner Marketing:** Identifying and collaborating with partners to expand brand reach and credibility. Most importantly, work closely with partners to drive greater demand through the synergies of both companies working better together.
- 14. Communications & Public Relations**
Strategy: Developing a PR strategy to enhance brand visibility and reputation through media coverage and public engagements.
- 15. Regulatory Compliance and Brand Protection:** Ensuring marketing activities comply with industry regulations and protecting the brand's intellectual property.

Go-To-Market Plan Elements

Marketing Fundamentals (Strategic)

1. Company core Product / Service offerings
2. Target Market
3. TAM / GAM
4. Ideal Customer Profile (ICP) ... and outlined personas of interest
5. Brief competitive analysis
6. Distribution Strategy for Primary Offering
7. Unique Value Proposition (UVP)
8. Positioning
9. Messaging & Brand Promise
10. Catch Phrase – Tagline
11. Primary SEO Keywords of interest
12. Demand Generation approach
13. Content Plan + Timelines + Distribution Technique
14. Pricing
15. Promotional Activities

Core Execution Plan (Tactical)

1. Marketing Strategy
2. LeadFlow process
3. Content Marketing
Development Timeline / Resource Distribution Plan
(SEO, SEM, SMO, SMM)
4. Sales Cadence & Nurture Process
5. Digital Marketing
SEO approach
SEM
Content Targetted
Always On (Hot Leads)
SMM
6. Communications / PR
7. Event Marketing
8. Brand Focus
9. Awards
10. Sales Cadences
11. Nurture Streams (email)
12. Targets | KPI | Metrics

Appendix B

36 Questions to ask a CMO – during your assessment and fit meetings



Industry and Technical Expertise

1. Tell me about your experience in the high-tech and SaaS industries?
2. What is your experience using Generative AI technologies?
3. What are the new opportunities you perceive AI technologies bringing to your Marketing Strategies?
4. Where have you used AI in your previous marketing plans, strategies, or tactics?
5. In which different industries do you have experience?
6. How have you integrated Generative AI technology into your marketing strategy to enhance content creation and customer engagement for previous clients?
7. Can you provide examples of how you've used Generative AI tools to optimize demand generation and lead nurturing processes?

Strategy and Planning

8. How have you previously aligned marketing strategies with business objectives in a SaaS context?
9. What strategies do you employ for lead generation and conversion optimization in the SaaS space?
10. First 30 days, what do you plan to do and accomplish?
11. What is your approach to brand positioning for a startup SaaS company?
12. Should we develop a deliberate strategy or an emergent one?

Execution and Campaign Mgmt

13. Take me through your successes with Demand Generation for companies similar to mine?

14. Can you share examples of successful marketing campaigns you've led?
15. What is your specialty as a Fractional CMO? (Demand Generation, Sales Enablement, Digital Marketing, Content Marketing, Partnership Marketing, Branding, Retention Marketing, B2B, B2C...)
16. Can you share a successful product launch strategy you've developed for a SaaS offering?
17. What work can you show me of yours that exemplifies your quality levels, and applied marketing knowledge? (content, ads, campaigns, GTM Plan, Strategy...)

Tools and Technologies

18. What are some of the best marketing tools that have made an impact for you?
19. Discuss your experience with marketing automation tools? (Hubspot, Marketo, Pardot, Marketing Cloud...)
20. What is your view of having the marketing team use Gen AI tools?
21. Have you ever leveraged rating sites in your marketing mix (Software Advice, Gartner Insights, Capterra, G2Crowd...)?
22. What is your approach to evaluating and selecting Generative AI platforms for marketing automation and personalization?

Measurement and Analysis

23. How do you measure and report on marketing ROI, particularly for SaaS products?
24. Tell me about your background and use of data analytics for decision making?
25. Have you run Marketing ROI analyses on your teams in the past? If so, what were notable results? What actions did you take as a result?
26. Discuss the impact of Generative AI on marketing ROI. How do you measure and attribute success to AI-driven initiatives?

Leadership and Team Mgmt

27. What experience do you have with directly managing business development (BDR) teams?
28. How do you ensure the marketing strategies are aligned with the sales objectives?
29. Tell me about your leadership style and experience managing marketing teams.
30. Describe the experience you have in growing a marketing team.
31. On leadership, how have you developed your team's marketing careers? How do you know you had a positive impact on that team / those individuals?
32. Give me an example of a time that you rolled-up-your-sleeves and were involved in the detailed tactical marketing work to help out your team.



33. Tell me about your availability. If you are working with other clients, do you have 1-3 days per week available to focus on my company and needs?

Compliance and Ethics

34. How do you ensure compliance with regulations like CASL, GDPR, CAN-SPAM, CCPA, PDPA, and the Australia Spam Act 2003.?
35. What do you see as the biggest marketing challenge for our SaaS product, and how would you address it?
36. How do you ensure the ethical use of Generative AI in marketing practices, particularly in terms of data privacy and avoiding bias?

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Appendix C

ROI Calculation assessing typically expected value of a Fractional CMO's services (expressed over a 12 month period)

Fractional CMO ROI Calculation			
Assumptions	ASP	\$100,000	(Average Selling Price - Company's Offering)
	Budget	\$700,000	(Operating Marketing Budget - NOT including HeadCount)
	fCMO Month	\$10,000	(typical monthly retention investment for 1 day per week)
	BUS	40	(Base Units Sold) - typical number of systems sold by company annually before fCMO used
	DIUS	6	(Direct Impact Units Sold) - units sold resulting from fCMO work / strategy / tactics / influence
	I1	5.00%	(Spot Interest Rate) - Year 1
	I2	4.00%	(Spot Interest Rate) - Year 2
	BI	3.00%	3 (Brand Impact) - increased sales as a result of higher awareness / credibility / customer trust (estimates are typically between 10% - 30% impact)
	RE	2.00%	2 (Residual Effect) - improvement in Marketing Team Impact - due to Strategy Best Practices Leadership Organization Planning (estimates are typically between 15% - 35% impact)
	Cost Impr.	2.50%	2.5 (Cost Improvement) - percent improvement against budget
Step 1: Direct Impact Growth Rate			
	Growth Rate from Direct Impact of fCMO at end of Year 0		
	DI GR	15.0%	(Direct Impact Growth Rate)
	DI \$\$	\$600,000	(Direct Impact in Revenue)
Step 2: Brand Impact as a Residual Effect (after Year 0)			
	Growth due to Brand building impact of fCMO after Year 0		
	Brand Impact: Should speed sales, and increase probability of close (due to credibility / awareness / customer trust established)		
	BI	1.38	Incremental Units sold at end of Year 1 (effectively 2 years out)
	BI \$\$	\$138,000	(annually)
Step 3: Operational Residual Effect (after Year 0)			
	Improved Marketing as a residual effect of fCMO work		
	Includes improvements to team effectiveness from Strategy Leadership Direction better organization of Marketing		
	RE	0.92	Incremental Units sold at end of Year 1 (effectively 2 years out)
	RE \$\$	\$92,000	(annually)
Step 4: Residual Impact of fCMO's work after initial year			
	Total positive impact of fCMO's work after initial year (with no further involvement)		
	Residual Impact = Brand Impact + Residual Effect		
	TRI	2.3	Total Residual Impact - in Units Sold
	TRI \$\$	\$230,000	(annually)

Appendix C

Step 5: Calculate Total Residual Impact of 2 years after fCMO influence

Year 1 Calculation (finding Present Value at end of Year 0 - from 1 year out)					
Equation:		$FV = PF (1+i)^n$			
Find TRI brought back to the end of Year 0					
TRI(1)	\$219,047.62				
Year 2 Calculation (finding Present Value at end of Year 0 - from 2 years out)					
TRI(2)	\$210,622.71				
TRI (Tot)	\$429,670.33	Present value of Total TRI			

Step 6: Calculate Full ROI of fCMO Impact

Calculate full Return On Investment of fCMO					
Equation		$ROI = (Net\ Benefits - Cost\ of\ CMO) / (Cost\ of\ CMO - Cost\ Improvement)$			
		$Rev = (Direct\ Impact\ Rev) + (Residual\ Impact\ Rev)$			
		$Costs = (fCMO\ Fees) - (Cost\ Savings\ from\ Optimizations)$			
Cost Savings from Optimization - includes cost cut from personnel, inefficient spend reduced, etc					
Rev	\$1,029,670				
Net Rev	\$909,670	(Total Rev minus Gross Cost of fCMO)			
Gross Cost	\$120,000	(taking 12 month period for fCMO fees)			
Net Costs	\$102,500	(fCMO fee minus savings from optimizations)			
ROI	8.9				

Endnotes

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