

STUDIO
brand

A DESIGN + DIGITAL AGENCY

A woman with long brown hair and black-rimmed glasses is seated at a light-colored conference table. She is wearing a white button-down shirt under a brown corduroy blazer. Her hands are clasped on the table. In the foreground, the back of a man's head and shoulders is visible; he has a beard and is wearing glasses and a dark suit jacket. To the left, a portion of another person's hand holding a tablet is visible. A smartphone lies on the table in front of the woman. The background shows a modern office environment with glass-walled meeting rooms and a white door.

**FRACTIONAL
CMO**



Using a Fractional Chief Marketing Officer, or CMO for hire — either as an Interim CMO or CMO consultant, provides your company with both the experience and capabilities of a senior staff member with cost-efficiencies that are at a fraction of the cost, and with predetermined outcomes. Typically, a fractional CMO can cost **50-75% less** than a fully loaded, full-time CMO.

The role of a fractional CMO is increasingly complex, as it addresses the marketing goals of an organization both on a micro and a macro level. A Fractional CMO is adept at thinking both broadly and strategically, while having the tactical acumen in multiple marketing channels such as digital marketing, marketing strategy, product placement, and social media marketing.

Understanding The Role of a Fractional CMO

As a start-up, sole proprietor or small business, do you sometimes wish you could harness the sort of marketing strategy and leadership that multinationals can afford? Small businesses rarely have the budget, but it's not difficult to imagine what you could accomplish with the same or equivalent resources. Financial constraints are sometimes the only thing stopping your business from expanding. However, it is possible to acquire the experience and skills of a CMO quickly and hit the targets you want to achieve when you hire a Fractional CMO.

Simply, a Fractional CMO conducts whichever marketing tasks and goals you need but not as a full-time employee. The "Fractional" part of the equation means he or she does so on a part-time freelance basis; it also means at a fraction of the cost. There are many benefits to outsourcing your marketing to a Fractional CMO.

A Fractional CMO is a skilled and experienced outsourced marketing executive who applies their expertise in the following marketing segments:

- **Product and Services**
- **Branding Awareness & Promotion**
- **Lead Generation**
- **Customer Success**
- **Sales Integration**
- **Content and Message Development**



What can be expected from the Fractional CMO?

The Fractional CMO continuously refines the marketing strategy in response to shifting external and internal factors. As a fractional CMO, we typically address the following tasks:

1

Go-to-Market Planning - A Go-To-Market Plan answers fundamental questions about why a business does what it does. It answers questions about what its products and services are, who benefits from their use and how they benefit. It is a guide for companies to stay on track.

2

Product / Market Fit - When trying to reach Product - Market Fit, the company needs first to determine the target customers and their underserved needs. After which, the business needs to find a way to define its value proposition, feature set, and lastly the user experience.

3

Content & Digital Marketing - Drawing in customers may require a combination of paid, owned, and earned media. The mix of content, be it owned media that tells your story, bought media that finds buyers and draws them in, or earned media that generates interest and curiosity, the marketer has to build awareness and draw potential buyers.

4

Brand Building - Creating valuable connections with customers is the essence of building a brand. To accomplish this, companies need to have a clear idea about who they are, what they do, why they do it, who they do it for and how they make their customers' lives more enjoyable, convenient, or valuable when they use their products.

5

Target Marketing - Exploring specific data about the preferences of people who are predisposed to potentially buy your product can include where they live, age, gender, interests, education, relationship status, buying concerns and more.



6

Data, Product & Platforms - Understanding how prospects and customers are reacting to your offering is detailed and sensitive work. It includes formulating pricing strategies and offers. Working on detailed buyer/user personas, developing a product roadmap and interpreting data, including win/loss analyses.

Advantages of a Fractional CMO

There are many advantages to employing a Fractional CMO when compared to hiring an in-house Chief Marketing Officer. However, the greatest advantages come in the form of time and money. A Fractional CMO provides strategic, battle-tested marketing direction to businesses who can't justify the expense of a full-time CMO and marketing team but want to remain relevant to their clients' and prospects' evolving priorities and need to ramp up within a specific timeframe.

It is important to keep in mind that a CMO's primary function is to oversee the marketing effort, not to complete those activities themselves. Therefore, most CMOs' first order of business is to hire a marketing team to execute copywriting, graphic design, research, client communications, email, social media, direct mail, digital marketing, media research and buying, website design and maintenance, Search Engine Optimization (SEO) and much more. Outsourcing your marketing efforts solves this problem and give you more time for focusing on other business priorities.

CMO COMPARISON		
IN HOUSE	In House vs. On Demand	ON DEMAND
	<p>Speed</p> <p>A search for a Chief Marketing Officer typically takes 4-5 months with another several weeks expected to get the new in-house CMO to full capacity. You may face a 1-2 quarter gap in finding your next CMO. With a Fractional CMO consultant, you hit the ground running, usually with less than a two week learning curve.</p>	
4-6 Months		2 Weeks
Contract. Equity. Loaded Salary.	<p>CMO Compensation</p> <p>A typical in-house CMO's compensation, benefits and bonus will typically exceed \$200k and include significant equity from a startup. With a fractional CMO, there are no contracts, equity or loaded salaries. In addition, we are able to work faster and more efficiently than in-house resources.</p>	No contract. No equity. 50-75% Less.
Limited	<p>CMO Capabilities & Experience</p> <p>A fractional CMO is a proven executive. The experience of an in-house CMO may be mixed, particularly their skills and experience in digital marketing and will require more direction. With a fractional CMO consultant, this individual is ready to stabilize marketing functions, identify business issues, implement changes, and help with ramp up.</p>	Proven Executive

What are the costs associated with a Fractional CMO?

There are several models that can be used to determine the cost associated with our work. Typically, the cost will be based on the roles the Fractional CMO performs within the organization. These typically include one or more of the following:

- 1. Advisory Services** - A traditional engagement where a company enters into a consulting agreement for high-level strategy work.
- 2. Interim CMO** - Where a company hires an acting executive while they look for a replacement.
- 3. Part-Time Or Fractional CMO** - The Fractional CMO contracts with the company and assists for a set number of hours per month or days per week.
- 4. Customer Success To Revenue Growth** - an area of increasing focus for heads of marketing is achieving growth through customer success and retention. Effective customer success improves the renewal rate, creates upsell opportunities and reduces churn / customer loss. Some of today's most successful emerging and growing companies are already investing in customer success. In fact, growing companies are 21% more likely than their stagnant counterparts to prioritize customer success.
- 5. Marketing Team Members** - The organization requires a supplemental team with little to no ramp up time.





A Proposed Scope of Work for a Fractional CMO

It's important to understand that a Fractional CMO helps the organization or business accomplish the same things a traditional CMO would, but in a way that makes more sense for a company of certain size, organizational structure, and budgetary needs. Below are just a few ways we are able to assist:

1. Set marketing goals and objectives
2. Plan, implement, and manage marketing strategy
3. Contribute to the overall growth of the company
4. Review and manage content marketing strategy
5. Determine KPIs for the marketing department
6. Keep the marketing budget in check
7. Track KPIs on a regular basis and present reports
8. Work with sales and development and customer success teams
9. Create and present the annual marketing plan and strategy
10. Use data and reports to make evidence-based decisions
11. Analyze company's marketing strategy and suggest improvements
12. Stay up to date with the latest technology
13. Stay up to date with the latest best practices
14. Attend marketing conferences and educational programs
15. Design, plan, and execute effective marketing campaigns



How Does It Work/ What's Next?

Karee Laing, Chief Marketing Officer & Founder will meet with you to discuss your needs regarding level of work, current marketing team members, activities, timeline, and budget. In most cases, we'll then conduct a unique discovery process.

This step is critical in developing a Strategic Marketing Plan including potential projects, timelines, and budgets. This process includes one-on-one time with Karee, our lead CMO/strategist to determine an interim plan of action, next steps, and the best approach to success.

Depending upon the role you've selected for your CMO, we'll coordinate regular status meetings with you, establish review and approval processes, and get to work implementing the Marketing Plan with either your marketing team or your Lead Marketer (or both). There's a lot more to it, and we'll be happy to go into more details in our discovery meeting.

MEET KAREE LAING, JD/MBA

Karee Laing is our chief marketing officer, leading a data-driven modern marketing organization that drives company growth. She champions the company's vision of a brand recognized for innovation, successful business outcomes, and exceptional people.

Karee oversees (directly and indirectly) the branding and digital marketing strategies, public relations and media, external communications, and event experiences for the client's at Studio Brand. Her leadership has contributed to Studio Brand's industry recognition and reputation for best-in-class customer solutions for over ten years.

Prior to starting Studio Brand, Karee served as the Senior Director of Marketing and Communications, for Laura U Design Collective, where she was responsible for the company's brand growth across national markets.

While leading the team at Studio Brand, Karee has spearheaded crucial projects, including corporate rebranding for Discount Power, a division of NRG Energy; a county-wide awareness campaign for Harris County (the 4th largest county in the United States), and the year-long "Here, We Go" giving campaign for the University of Houston that generated more than a million dollars.

Under the leadership of Karee, Studio Brand has won more than 100 awards and recognition for their strategic marketing, branding and corporate giving campaigns. Karee has been featured in several publications and has also been honored with several awards in the profession. She has also spoken and moderated panels at local and regional conferences.



THANK YOU!

We'd love to learn more about your challenges and how a coordinated marketing approach might help take your organization to the next level. Contact us today to start driving growth with a Fractional CMO.

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