



B2B CEO's Ultimate Guide to Hiring and Working With a Fractional Chief Marketing Officer

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Introduction

The world of modern B2B marketing today is more complex than ever, and having the right marketing leader in place has never been more crucial. Enter the Fractional Chief Marketing Officer (CMO), a dynamic solution that's reshaping how companies approach their marketing strategies.

But what is a Fractional CMO? How is a Fractional CMO different from hiring a full time employee? And how do you know if a Fractional CMO is right for your specific company at your specific stage of growth? That's what you'll learn in this comprehensive guide. We'll walk you through everything you need to know to hire and work with the right Fractional CMO for your organization.

In this ultimate guide you will explore:

1. What is a Fractional CMO?

In this section, we explore what it means to have a Fractional Chief Marketing Officer at the helm, how their role distinguishes them from traditional in-house CMOs, and how they differ from other marketing support options.

2. The Benefits of Working With a Fractional CMO

Discover the real value a Fractional CMO brings to your organization. We outline how their expertise can transform your marketing efforts, enhance revenue, impact your sales strategies, and even bolster internal team building.

3. Is a Fractional CMO Right for Your Organization?

Find out if your organization is ready for a Fractional CMO. We'll guide you through the reasons to engage a Fractional CMO, the growth stages that align best with their expertise, and the types of B2B companies that can realize the most benefits from their strategic insights.

4. Choosing the Right Fractional CMO


Discover how to select the ideal Fractional CMO for your organization, from understanding different operating models to evaluating their skills and experience.

5. What to Expect from Your Fractional CMO

Once you've brought a Fractional CMO on board, this section explores how to manage your partnership effectively. Learn about their role in your organization, what they do (and don't do), and the game plan for their first six months. Understand how their strategies align with yours, and uncover how they set the stage for marketing success.

6. Working With Your Fractional CMO

Navigating the day-to-day partnership with your Fractional CMO is vital. We'll explore who in your organization should manage your partnership, how to nurture a productive relationship, and who else in



your organization they'll collaborate with and learn how their expertise can seamlessly integrate into your team structure.

7. A Typical Fractional CMO Engagement and Cost

Get down to the specifics of engaging a Fractional CMO. Understand what a typical engagement looks like, from a cost, payment and time perspective. Explore how your investment in this partnership compares to other options like hiring an In-House CMO.

By the end of this guide, you'll have a comprehensive understanding of how the Fractional CMO model could be an ideal solution for busy B2B CEOs, and how they can impact your organization's marketing efforts and bottom line. Whether you're just exploring the concept or actively considering this strategic move, we're here to equip you with the insights you need to thrive in the world of modern B2B marketing leadership.



1. What is a Fractional CMO?

A Fractional CMO brings all of the experience and expertise of an in-house CMO hire, without the long term commitment, significant investment in hiring time and onboarding, and the salary costs associated with a full-time hire.

A Fractional CMO offers a unique solution to the complex challenges faced by modern B2B organizations, especially those that aren't ready to make a long-term investment in an internal CMO hire. Essentially, this role brings the expertise of an experienced marketing executive into your company in a way that adapts to your changing needs.

Expertise When You Need It: A Fractional CMO is a seasoned marketing professional with extensive experience gained from working at the forefront of the industry. They have worked as senior marketing leaders in organizations before, and deeply understand B2B dynamics, market trends, and customer behavior, which helps them navigate the intricate paths of marketing strategy.


Guiding Strategy: As a senior-level executive, the Fractional CMO offers a strategic perspective that goes beyond tactics. They align marketing initiatives with your organization's bigger business goals, ensuring that each campaign contributes directly to your company's success. Their ability to see the bigger business picture, combined with their hands-on approach, makes them indispensable for steering your marketing in the right direction.

Flexible Partnership: What makes the Fractional CMO unique is how they engage with your company. Instead of committing full-time, they work part-time on a contract/program (fractional) basis while collaborating closely with your internal teams. This flexibility is cost-effective and allows you to scale your marketing efforts up or down as needed, responding to market trends without the limitations of a permanent hire.

Strategic Insights: The Fractional CMO acts as a catalyst for change, bringing fresh perspectives and innovative thinking to your marketing strategy. Their role goes beyond routine tasks; they identify growth opportunities, develop effective positioning, support the sales team, and align marketing efforts with emerging industry trends.

Navigating Complexity: In today's ever-changing business landscape, the Fractional CMO is a guiding force, helping your company navigate the complexities of marketing in an interconnected world. Their expertise ensures that your marketing initiatives are both agile and adaptable, responding effectively to changes in consumer behavior and industry shifts.

Collaboration and Impact: By collaborating with internal teams, the Fractional CMO empowers your organization to tap into their specialized knowledge without committing to a full-time hire. This



collaborative approach enriches your company's marketing efforts at all levels, benefitting the entire team.

B2B organizations at all stages and sizes can benefit from a Fractional CMO. Some businesses decide to work with a Fractional CMO as an ongoing solution over a number of years. Others choose to engage a Fractional CMO in the early stages of their marketing to create their initial marketing strategy and system and then the Fractional CMO can expertly guide them in building their in-house marketing team.

A Fractional CMO is also a great first step before considering a more permanent Chief Marketing Officer internal hire. Why? Because after working with a Fractional CMO, as the CEO you'll be more clear on exactly what to expect from this senior marketing leadership position, and will be better able to bring on the right long term CMO hire when the time comes.

What Are the Key Responsibilities of a Fractional CMO?

A Fractional CMO can become a part of your leadership team. They play a crucial role in steering your B2B organization's success. With their executive level experience and expertise, they ensure that everything they do contributes to achieving your business's major goals.

1. Understanding Your Company, Market and Business Goals:

First and foremost, your Fractional CMO will work to understand the complexities of your company and marketplace. A good Fractional CMO should begin their engagement by interviewing all stakeholders, including clients, partners, company leadership and team members as well as conducting research into the marketplace trends and the competitors. Key to this is deeply understanding your business goals, so they can make sure everything they recommend on the marketing side is aligned to support them.

2. Creating Your Marketing Strategy:

Your Fractional CMO takes the insights discovered during the research phase and creates a strategy that aligns with and supports your business goals. Input and collaboration with your leadership team is key here for support and buy-in. A savvy Fractional CMO will ensure this input is not missed. Your Fractional CMO will become the voice of the customer and be able to think deeply about what they want and need and how your company can be in the best position to serve them.

3. Implementing Your Marketing System

Your Fractional CMO is responsible for making sure you have the right systems, steps and tools in place to support the marketing strategy. This includes recommending the most effective marketing technology, and making sure all the right content and educational materials are in place to support your customer's journey from initial lead through to sales hand-off and repeat customer..



4. Managing Marketing Resources:

Once your marketing strategy is in place, your Fractional CMO is in charge of identifying the specialized marketing resources needed to make it happen. These marketing resources could include internal hires, contractors or marketing agencies.

5. Overseeing Marketing Campaigns:

Your Fractional CMO is in charge of making sure marketing campaigns happen the right way, and overseeing the team in charge of executing the campaigns. This means everything from ideation to making sure they work well.

6. Enabling Sales Teams

Your Fractional CMO will work closely with your VP of Sales and sales teams to make sure everyone is on the same page, that a seamless process is in place for sales and marketing collaboration, and to support the sales process with the right messaging, content and materials.

7. Giving Good Advice for Your Brand, Positioning and Messaging:

Your brand, positioning and messaging are the core elements of your business that set the stage for developing any of your other marketing elements, from your sales materials and website to your marketing and ad campaigns. Your Fractional CMO helps develop, refine or reposition your brand and makes sure it shows up in a way that customers understand. They help your business stand out and make a good impression on your ideal market.

8. Knowing What's Happening in the Market:

Your Fractional CMO keeps an eye on what's going on in the market and what your competition is doing. Reporting back to your leadership team, this helps your business stay on top of changes, reinforces your difference and helps the company make decisions that make sense for your customers.

9. Working Together with Teams and Partners:

Marketing involves a lot of teamwork. Your Fractional CMO helps your different teams work well together and partners with other companies if needed. This way, your marketing efforts are smooth and everyone is on the same page.

10. Checking if Things Are Working:

Your Fractional CMO evaluates how well things are going. They use hard numbers, KPIs and data to see if your marketing efforts are doing what they're supposed to. If something isn't working, they figure out why, and how to fix it.

As a vital member of your senior leadership team, your Fractional CMO will not just recommend and oversee all of your marketing, but make sure everything is aligned with your business goals and the efforts of your other business teams.



How is a Fractional CMO Different from an In-House CMO?

When it comes to marketing leadership, there are two main options: hire an internal CMO or similar position (such as a VP of Marketing), or engage a Fractional CMO. The roles might sound similar, but there are some key differences that can have a big impact.

Flexibility vs. Full-Time Commitment:

With a Fractional CMO, you get all the experience and expertise of an internal CMO, without the full time commitment. They work with your business on a part time basis for as long as you need them, but they're not on your payroll. An In-House CMO, on the other hand, is a full-time employee.

Cost-Effectiveness:

Fractional CMOs can be more cost-effective. They usually work on a contract monthly retainer basis, and you don't have to worry about salary, benefits, and all the other costs that come with a full-time hire. This can be a big advantage, especially for growing B2B businesses that need the expertise, but don't want to or can't commit to a large salary.

Specialized Industry Expertise:

Fractional CMOs have worked in B2B organizations and bring a wealth of experience and expertise. Plus, because of the nature of the way they work (several clients at once), they bring a ton of experience and skills to the table as they have worked with many different businesses.

In-House CMOs may have deep and specific industry experience and may be the type of professional more suited for an employee role, as a result they may not have been exposed to many industries or varied marketing experiences they can draw upon.


Adapting to Change:

Businesses change, and so do their marketing needs. Fractional CMOs are nimble – used to change, they can easily adjust their strategies based on shifts in the market or your business. In-House CMOs may be more comfortable with the status quo, may be unsure how to lead through uncertain situations and might take longer to adjust to change.

Flexible Resources:

Some Fractional CMOs bring with them an expert B2B marketing team - a group of tactical marketing experts they have worked with in the past, and trust to deliver on your marketing execution. This means they have access to a number of marketing specialists that they can pull in as needed for marketing projects. This is a quicker solution to getting your company's marketing up and running and can be a much more cost effective option than trying to hire a full-time in-house marketing team at this stage.

Having a Fractional CMO work with a team of known B2B experts can save you valuable time getting your marketing engine up and running, and reduce the risk that comes with engaging new marketing hires or vendors.



While the ultimate goal of many B2B companies may be to eventually bring on a full-time in-house CMO, starting with a Fractional CMO is almost always an ideal first step. You benefit from gaining the immediate senior marketing leadership and expertise you need right now, and can leverage the guidance of your Fractional CMO to eventually build an internal marketing team and identify the right internal CMO hire over time.

Some Fractional CMOs welcome the chance to help the organization with the hand over to an in-house team as different members are hired. This sets up your new hires for success and is an amicable way to get the best out of both worlds. Fractional CMOs rarely stay on with the same organization for longer than three years.

How is a Fractional CMO Different from Other Marketing Models?

There are many marketing models available to B2B CEOs, and each model offers its own unique approach, benefits and drawbacks. Some of the most common players include marketing agencies, internal marketing teams, and Fractional CMOs. But what is the difference, which should you choose, and when should you use each? That's what we'll explore in this section.

Marketing Agencies:

Marketing agencies offer specialized marketing services in one or more focused areas, such as content marketing, website design, graphic design, branding, SEO, social media or online advertising. The best time to engage a marketing agency is after you have a senior marketing leader (such as an in-house or Fractional CMO) and a comprehensive marketing strategy in place.


Why? Because you need to have someone in house to guide the agency and make sure everything they're doing is on brand, consistent and aligned with your strategy

Internal Marketing Teams:

Having an internal marketing team means having dedicated staff working exclusively on your marketing efforts. The challenge is that today's marketing is so complex, that you can't just hire one or two people to do everything. Instead, the modern B2B marketing team requires a number of positions, each requiring their own special area of expertise and level of experience. Building and managing an internal team can be time-consuming and expensive. Plus, it might limit the range of expertise you can tap into.

The Fractional CMO and Contractors:

A Fractional CMO brings a unique blend of expertise and adaptability. Unlike agencies, they don't just execute tasks – they're seasoned strategists who dive deep into your business ensuring that the marketing strategy they create for your company supports where you as the CEO are leading it. Plus, they've worked in B2B organizations, hired and managed internal teams as well as external agencies and contractors throughout their career.



This means that they will be able to identify and bring on the right combination of internal hires and/or agencies and contractors to execute on your marketing strategy, as needed, and on budget.

The Fractional CMO and Expert B2B Marketing Team:

Some Fractional CMOs come with their own team of B2B marketing specialists that can execute on your strategy. The benefit of this model is that the Fractional CMO has gathered together a team of specialists that they have vetted, trust and respect - and the marketing team has worked together and gelled over time.

Plus, this is a team that has worked together and has efficient systems and processes already in place. The best part is that your Fractional CMO only brings in the expertise needed to execute specific parts of your marketing plan, so you only pay for the skills you need.

Which marketing model is right for you?

Every marketing model has its pros and cons, and what works for one business might not work for another. The Fractional CMO model strikes a balance, offering specialized expertise and adaptability without the drawbacks of the other approaches.



2. Benefits of Working With a Fractional CMO

Think of a Fractional CMO like a super-smart marketing partner. They're not just here to talk – they bring real benefits that can change how your business grows. From smarter marketing strategies to more efficient systems and processes to help increase revenues, a Fractional CMO has the skills to work with your leadership team and be a partner in your company's ongoing growth and success.

What value does a Fractional CMO bring to your organization?

A Fractional CMO isn't just a title – it's a package of value that can transform your B2B organization in meaningful ways. Here are some of the real and tangible benefits they bring to the table:

Fresh Perspectives for Smarter Strategies:

A Fractional CMO brings with a wealth of experience gained from working with different businesses and most of them run their own business - responsible for sales, profit and loss, and their own customers' success. This means they have a wide view and real experience of what works and what doesn't. They bring these insights to your doorstep, helping you shape marketing strategies that are not only effective but also tailored to your unique needs.

Strategic Guidance for Growth:

Your Fractional CMO isn't just about tactics; they're all about the bigger picture. They help you map out a clear path to growth by aligning your marketing efforts with your overall business goals. This strategic approach means that every marketing move is a step towards success.

Savings without Sacrifices:

Bringing a Fractional CMO on board is like adding a marketing heavyweight to your team, without the full-time price tag. This means you get high-level expertise in a cost-effective way..

Adaptability in Changing Times:

Markets change, trends evolve, and your business goes through good times and bad times. A Fractional CMO is like your marketing compass, helping you navigate these shifts. Their adaptable strategies ensure you stay ahead of the game and never miss an opportunity.

Skill Injection into Your Team:

Working with a Fractional CMO isn't a one-way street. They're not just there to guide – they're also there to teach. Their expertise rubs off on your internal teams, boosting their skills and transforming them into marketing powerhouses.



Results That Speak:

The Fractional CMO's work isn't just about ideas; it's about outcomes. They bring measurable results to the table. Through data-driven insights and a keen eye on key performance indicators, they show you the real impact of their strategies.

How Does a Fractional CMO Improve Your Marketing?

For B2B companies that have dabbled in ad-hoc marketing with multiple agencies, finding a solid footing can be challenging. If your marketing efforts lack cohesion, a Fractional CMO can step in and work wonders. Here's how a Fractional CMO can transform your fragmented marketing landscape into a seamless and effective strategy:

Unified Strategy Building:

If your marketing has been a mix of disjointed efforts, a Fractional CMO brings harmony. They take the puzzle pieces and create a unified strategy that aligns with your business objectives. No more scattered campaigns – just a strategic roadmap that leads to aligned and consistently growing success.

Bringing Order to Chaos:

While working with multiple agencies in the past, your brand might have lost a consistent voice, and your campaigns may begin to work at cross-purposes. A Fractional CMO is your brand's owner, ensuring every campaign, message, and visual ties into a singular brand identity. This consistency not only strengthens your brand but also makes you consistently recognizable in the market.

Budget Alchemy:

Shuffling between agencies and contractors can sometimes mean budget leaks, especially if they're managed by different people or departments. A Fractional CMO will review all marketing activities, agencies and contractors and bring them under one consistent strategic umbrella.

This will help to manage costs and ensure that you're using the right resources for your marketing needs. They allocate your marketing budget where it matters most, preventing wastage and ensuring each dollar contributes to meaningful growth.

Seamless Team Collaboration:

Internal teams and external agencies often operate in silos. A Fractional CMO is the bridge that connects them. They streamline communication, ensuring everyone works cohesively towards a shared goal. This collaboration results in campaigns that are well-coordinated and aligned.

Insights That Drive Decisions:

If your marketing has been mostly hunches and guesswork to this point, a Fractional CMO introduces deep experience and data-driven decision-making. They analyze past efforts, measure results, and apply insights to refine strategies. This means no more shots in the dark – just practical strategies that hit the mark.

**Nimble Adaptation:**

Market trends wait for no one. A Fractional CMO is attuned to these shifts and guides your strategies accordingly. This agility ensures you're never left behind, always ready to pivot and seize new opportunities as they arise.

How Does a Fractional CMO Impact Revenue?

A Fractional CMO works with you, the CEO, to make sure your marketing strategy is directly aligned with your business and revenue goals. They will make sure you have the right technology, systems, processes and initial marketing base in place first, and then recommend tactics and campaigns that will support sales and revenue growth, both directly and indirectly.

Strategic Focus on ROI:

A Fractional CMO isn't just about flashy campaigns – they're about campaigns that generate returns. They ensure your marketing efforts are strategically aligned with revenue goals.

Leads that Convert:

It's not just about attracting leads; it's about converting them into paying customers. A Fractional CMO hones in on lead quality, crafting strategies that nurture and guide leads through the sales funnel, resulting in a higher conversion rate and increased revenue.

Laser-Sharp Targeting:

No more casting a wide net and hoping for the best. A Fractional CMO fine-tunes your marketing efforts to target the right audience. This means your resources are focused where they matter most, leading to higher conversion rates and increased revenue potential.

Optimized Customer Value:

A Fractional CMO doesn't just focus on getting new customers – they also work on maximizing the value of your existing ones. Through strategic upselling and cross-selling approaches, they boost customer lifetime value, contributing to long-term revenue growth.

Data-Driven Insights for Scaling:

A Fractional CMO doesn't just work for today; they plan for tomorrow. They analyze data to identify growth opportunities, guiding your business towards areas with high revenue potential. This data-backed approach ensures sustainable revenue growth over time.

Adapting to Market Dynamics:

Market shifts can impact revenue streams. A Fractional CMO is vigilant about these changes, adapting your strategies to stay ahead. This agility means your revenue streams remain steady, even in a constantly changing landscape.



How Does a Fractional CMO Impact Your Sales Organization?

Sales are the lifeblood of your B2B business, and a Fractional CMO can play a pivotal role in enhancing your sales organization. If your B2B company has successfully relied on sales-led initiatives to reach the \$3 to \$10 million mark but is now facing a revenue plateau, a Fractional CMO can be the catalyst you need.

Here's how a Fractional CMO can transform your marketing approach and reignite growth, specifically tailored to your sales-focused journey:

Strategic Sales-Marketing Fusion:

A Fractional CMO has worked in B2B organizations before, and collaborated with sales leaders and teams. They understand the sales-driven path you've taken and know the importance of making sure sales and marketing are aligned and working toward common goals. By creating campaigns that align with your sales goals, they bridge the gap between these two crucial arms of your business, amplifying their combined impact.

Elevating Beyond Ad-Hoc Marketing:

If your marketing history has been a patchwork of campaigns from different agencies, a Fractional CMO brings cohesion. With a background in B2B and collaborative experience, they craft a comprehensive strategy that ties your various initiatives together, creating a consistent brand identity, messaging and positioning that resonates with your target audience.

Unlocking Hidden Growth Potential:

Your revenue plateau might conceal untapped potential. A Fractional CMO, with their history of collaborating with sales teams, will analyze your current situation and data and market trends to uncover growth opportunities you may have missed. By identifying new avenues, they breathe new life into your sales machine, moving you beyond sales plateaus.

Sales Enablement for Improved Performance:

A Fractional CMO doesn't just focus on marketing; they understand the vital connection between marketing and sales. They've partnered with VP of Sales and other leaders before, creating sales enablement strategies that arm your sales team with the right tools and content. This means your sales force is equipped to close deals more effectively.

Reviving Stale Leads:

Leads that have gone cold over time? A Fractional CMO can rejuvenate them. Drawing from their experience in B2B, they craft strategies that re-engage dormant leads, transforming them into valuable opportunities for your sales team to convert.



Making Sales Easier:

Your Fractional CMO will bring a wealth of expertise on marketing and sales funnels, and making sure they're aligned with your customer journey. They will likely be able to identify some significant gaps, fixes and opportunities that can bring some immediate results.

These results could include better preparing and educating your company's sales leads, so your ideal clients can take themselves through the sales process, and make it much easier for your sales teams to convert them into paying customers.

Marketing Expertise Fueled by Data, Driven by Results:

For a sales-focused company, results are paramount. However, sometimes a focus on data alone can create tunnel vision and prevent you from achieving the results you really want. Your Fractional CMO typically brings decades of marketing expertise to the table, and can help you create a balanced approach to marketing that aligns essential measurable and non-measurable marketing activities that work together to create powerful results.

Over time, your Fractional CMO will be able to track results and fine-tune strategies for optimal outcomes. With their background in collaborating with B2B sales teams, this unique approach ensures that you maximize your revenue goals.

How Does a Fractional CMO Help You Build a World-Class Marketing Team?


Creating a world-class marketing team is a strategic endeavor that requires meticulous planning and an insightful approach. The first step, often overlooked, is hiring a seasoned marketing leader who has not only worked in B2B organizations but has also been on the hiring side, building successful marketing teams before. This expert's guidance is indispensable, and a Fractional CMO is tailor-made for this role.

The Crucial First Hire: A Strategic Marketing Leader:

When building a marketing team, the initial piece of the puzzle is a marketing leader who understands the nuances of B2B dynamics. This leader brings hands-on experience from the B2B world, having built and managed successful teams in similar environments. They know what it takes to build a team that includes the right focus and expertise for your marketing strategy and align it with broader business goals.

The Importance of Fractional CMO or Marketing Leadership:

Before assembling the rest of your marketing team, having a Fractional CMO or another seasoned marketing leader in place is essential. This leader collaborates with other executives within the company to shape the right marketing strategy. This strategy becomes the guiding star that directs your marketing



efforts. It ensures that every initiative, campaign, and resource allocation aligns with the overarching goals of the business.

Strategy as the North Star:

A Fractional CMO, being well-versed in B2B intricacies, works alongside your leadership team to craft a comprehensive marketing strategy. This strategy is a roadmap that outlines the path towards growth. It guides every marketing move, making sure that each action contributes to the collective vision.

Building the Right Resources:

Once the strategy is in place, the resource puzzle falls into place. The strategy dictates the skills, roles, and expertise needed within your marketing team. A seasoned marketing leader, like a Fractional CMO, understands the nuances of these requirements, ensuring you hire the right talent to execute the strategy flawlessly.

Collaborating for Success:

A Fractional CMO is not an isolated figure but a collaborator who works closely with other leaders in your organization. They partner with your VP of Sales, CTO, and others on your leadership team to ensure that the marketing strategy aligns with the company's overall direction. This collaborative approach results in a harmonious convergence of efforts towards a shared goal.



3. Is a Fractional CMO Right for Your Organization?

For B2B CEOs, decisions are often driven by the need to adapt, innovate, and stay ahead of the competition. Engaging a Fractional CMO can support all of these efforts and be a game-changing solution.

But how do you know whether a Fractional CMO is right for your organization, right now? What are the key benefits? At what stages of growth does their expertise shine brightest? What types of B2B companies stand to gain the most from their involvement? That's what we'll explore in this section.

Why should you engage a Fractional CMO?

B2B CEOs often realize it's time to engage a Fractional CMO when they notice that their current strategies for attracting and converting leads are no longer working. B2B firms often grow their sales organizations first, and it's when they start to hit a revenue plateau when they realize they need to invest more seriously in marketing.

Here are some reasons why your B2B organization might find itself in a position where bringing a Fractional CMO on board becomes a crucial step:

Navigating Uncharted Growth Phases:

As your B2B company navigates growth, you might encounter uncharted waters. Rapid expansion, entering new markets, or scaling operations can stretch your marketing capabilities. Engaging a Fractional CMO provides access to seasoned expertise that can guide your marketing strategies through unanticipated challenges.

Overcoming Revenue Plateaus:

Revenue plateaus can be frustrating for any business. If your B2B company has hit a ceiling in terms of revenue growth, a Fractional CMO can inject a fresh perspective and new strategies. Their insight into market trends and shared revenue-focused approach can help you break through stagnation and chart a new growth trajectory.

Enhancing Sales Efforts:

If you've grown your B2B company primarily on sales-led initiatives, you eventually reach a sales plateau that's hard to move past by making more sales calls or hiring more salespeople. This is a sure indication that it's time to invest more seriously in marketing to boost your sales efforts.



Elevating Marketing Impact:

If your marketing efforts haven't been yielding the desired impact, it's time to reassess your strategy. A Fractional CMO can review your existing initiatives, identify gaps, and introduce innovative approaches that rejuvenate your marketing campaigns and resonate with your target audience.

Integrating Ad-Hoc Marketing:

B2B companies that have been using marketing contractors or agencies here and there for ad-hoc campaigns to support their sales efforts can benefit from a more strategic approach to marketing that helps to integrate and streamline these efforts.

Managing Transformational Shifts:

B2B companies undergoing significant shifts, such as product diversification, organizational restructuring, or digital transformation, require adaptable marketing strategies. A Fractional CMO with experience in navigating such transformations can provide insights that guide your marketing through these changes.

Leveraging Specialized Expertise:

Introducing new products, entering a niche market, or targeting a specific industry often demands specialized expertise. A Fractional CMO with relevant industry experience can craft strategies tailored to your unique needs, ensuring your marketing efforts align with the intricacies of your target audience.

Reinvigorating Stale Initiatives:

If you've been relying on the same marketing strategies for a while, it's natural to see diminishing returns. A Fractional CMO can revitalize your marketing initiatives, introducing innovative ideas and tactics that capture your audience's attention and rekindle engagement.

A Third Party Perspective for Existing Marketing Leaders:


For B2B organizations with a senior marketing leader already in place, such as a CMO, VP of Marketing or Marketing Director, it's easy to get busy and overwhelmed with the day-to-day of marketing and tough to allocate resources to reviewing or updating the marketing strategy. Plus, over time you become closer and closer to the business, and it can be important to get a neutral third-party perspective. A Fractional CMO can be an ideal option for either of these scenarios.

A Senior Leader & Strategic Guide for Junior Marketing Teams:

Some B2B organizations may have a more junior marketing team or single person on staff who could benefit from working with a more senior strategy marketing leader. A Fractional CMO is an ideal option to bring in needed strategic thinking and senior level marketing guidance to help your junior teams thrive.

Guiding Resource Allocation:

In a resource-constrained environment, making the most of your marketing budget is crucial. A Fractional CMO can help you allocate resources strategically, ensuring that your investments yield optimal returns and contribute directly to your business objectives.



Engaging a Fractional CMO is a strategic move driven by the need to overcome challenges, drive growth, and unlock untapped potential. Whether your B2B company is grappling with specific obstacles or seeking to seize new opportunities, a Fractional CMO's expertise can be the catalyst for transformation.

What Stage of Growth is Ideal for Engaging a Fractional CMO?

Engaging a Fractional CMO is not just a matter of timing; it's about aligning their expertise with the unique challenges and opportunities your B2B organization is facing.

Here are some of the growth stages where partnering with a Fractional CMO can yield the most significant impact:

Early Growth and Start-Up Phase:

In the early stages of your B2B business, the right marketing foundation is critical. A Fractional CMO can help you set the stage for success by crafting a strategic marketing roadmap. From defining your target audience to establishing your brand identity, their guidance ensures your marketing efforts are aligned with your business goals.

Scaling for Expansion:

As your B2B company gains traction and sets its sights on expansion, the complexities of growth can be daunting. A Fractional CMO brings the strategic insight needed to scale your marketing efforts effectively. They help you navigate new markets, optimize campaigns, and ensure your marketing resources are utilized efficiently.

Navigating Transformation:

Business transformation, whether driven by changes in technology, market dynamics, or internal shifts, demands adaptable marketing strategies. A Fractional CMO can guide your marketing through these transformations, identifying the right tactics and messaging that resonate with your evolving audience.


Overcoming Revenue Plateaus:

If your B2B organization is experiencing a plateau in revenue growth, a Fractional CMO can inject new life into your marketing and sales efforts. Their revenue-focused strategies and ability to identify untapped opportunities can provide the impetus needed to break through barriers and reignite growth.

Maximizing New Product Launches:

Introducing new products to the market requires precision and strategic planning. A Fractional CMO can develop targeted launch strategies that captivate your audience and position your offerings for success, ensuring that your new products make the right splash in the right market.

Adapting to Industry Shifts:



Industries evolve, and staying ahead of the curve is essential. A Fractional CMO with experience in your industry can help you navigate these shifts. They bring insights into emerging trends, competitor dynamics, and customer preferences, enabling you to adjust your marketing strategies accordingly.

Breaking Through Sales Plateaus:

In the specific scenario where your B2B company has achieved revenue between \$3 to \$10 million primarily through sales-led initiatives, but has now encountered a sales plateau, a Fractional CMO can be the catalyst for change.

Their strategic guidance can pinpoint the gaps in your marketing approach and introduce innovative strategies that reinvigorate your customer engagement and drive new growth. By aligning marketing efforts with sales goals and redefining your messaging, a Fractional CMO can breathe new life into your business and empower you to overcome the challenges of the plateau.

Leveraging Third-Party Expertise & Insights: How a Fractional CMO Can Help Your Senior Marketing Leadership Through Challenges:

In some B2B organizations, the leadership team includes an experienced senior marketing leader or CMO . However, even with skilled in-house marketing leadership, there are scenarios where the insights and perspective of an external expert can be invaluable.

Whether you're facing stagnation, grappling with a specific marketing challenge, or seeking fresh insights, engaging a Fractional CMO can be a strategic move to elevate your marketing efforts.

Breaking Through Stagnation:

Despite having capable in-house marketing leadership, it's possible to encounter periods of stagnation where new ideas and strategies are needed to reignite growth. Engaging a Fractional CMO introduces a fresh perspective, unencumbered by internal dynamics, and the ability to identify untapped opportunities that can infuse renewed energy into your marketing initiatives.

Focused Problem Solving:

Sometimes, the demands of managing an entire marketing portfolio can prevent in-house leaders from dedicating the necessary time to tackle specific challenges. A Fractional CMO can be engaged for targeted problem-solving.

Whether it's refining a branding strategy, optimizing lead generation, or enhancing customer engagement, their expertise can provide targeted solutions without disrupting your overall marketing operations.

Strategic Review and Refinement:

Engaging a Fractional CMO is like having a "second pair of eyes" on your marketing strategy. They bring an objective perspective, assess your existing strategies, and identify areas for improvement. This external review can lead to refinements that elevate your marketing performance and help you stay ahead of the competition.

Specialized Expertise:

In some instances, a specific area of your marketing strategy may require specialized expertise that your in-house team may not possess. A Fractional CMO with relevant experience can provide insights, tactics, and best practices that address these gaps, ensuring that your marketing efforts are comprehensive and well-rounded.

By leveraging the expertise of a Fractional CMO, even organizations with established marketing leadership can enhance their strategies, address specific challenges, and tap into innovative solutions that might have otherwise remained undiscovered. The strategic insights they provide can complement your in-house capabilities and drive your B2B organization's marketing efforts to new heights.

What Types of B2B CEOs are Ideal to Engage Fractional CMOs?

The decision to engage a Fractional CMO is often driven by the visionary leadership of B2B CEOs who recognize the strategic impact of marketing expertise.

While Fractional CMOs can provide substantial value to a wide range of organizations, certain types of B2B CEOs are particularly well-suited to benefit from this partnership:

Growth-Driven CEOs:

CEOs with a strong growth mindset seek continuous improvement and expansion. They recognize that marketing is a pivotal driver of growth and view a Fractional CMO as a strategic partner in achieving their ambitious goals. These CEOs embrace innovation, adaptability, and the pursuit of new opportunities.

Innovation Champions:

B2B CEOs who prioritize innovation in their business strategies often find that a Fractional CMO aligns perfectly with their vision. These leaders understand that marketing innovation is crucial for staying ahead in a dynamic market landscape and are open to embracing new ideas and approaches.

Change Catalysts:

CEOs leading organizations through transformative shifts, whether due to market dynamics or internal changes, understand the importance of cohesive marketing strategies. They engage Fractional CMOs to ensure that their marketing aligns with their transformation goals and enables smooth transitions.

**Niche Industry Visionaries:**

B2B CEOs at the helm of niche industries value Fractional CMOs who possess specialized expertise relevant to their sector. These CEOs recognize that a Fractional CMO with a deep understanding of their industry can craft strategies that resonate with their unique audience and challenges.

Resource-Conscious Leaders:

CEOs who prioritize optimizing their resources and maximizing returns appreciate the cost-effectiveness of engaging a Fractional CMO. They see this partnership as a strategic investment that brings top-tier marketing leadership without the long-term financial commitment of a full-time hire.

Result-Oriented CEOs:

B2B CEOs with a strong focus on results and ROI are drawn to Fractional CMOs' revenue-focused approach. These leaders value marketing efforts that directly impact the bottom line and view the expertise of a Fractional CMO as a means to achieve tangible outcomes.

Collaborative Strategists:

CEOs who believe in the power of collaboration seek out Fractional CMOs as partners in shaping their organization's future. These leaders recognize that a Fractional CMO's strategic insights complement their own expertise, resulting in more comprehensive and effective strategies.

Engaging a Fractional CMO is a strategic decision that aligns with the mindset, goals, and vision of B2B CEOs who recognize the transformative power of expert marketing leadership. Whether you're driving growth, innovation, transformation, or efficiency, the partnership with a Fractional CMO can amplify your strategic efforts and drive your B2B organization toward sustained success.

With a deep understanding of the ideal B2B CEOs to engage Fractional CMOs, our exploration of this crucial topic draws to a close, leaving you equipped with insights to make informed decisions that can reshape your organization's marketing landscape.



4. Choosing the Right Fractional CMO

So how do you evaluate which Fractional CMO is right for your organization? Here are some important points to consider when evaluating and hiring your Fractional CMO:

Do They Bring Strategic Marketing Leadership Experience with B2B Expertise?

A Fractional CMO isn't a consultant, contractor, or agency focused on a single marketing specialty area. They are seasoned marketing leaders who bring a wealth of experience from working within B2B organizations. Their expertise isn't limited to theory; it's rooted in practical understanding gained from navigating the complex world of B2B marketing.

Do They Have Experience Collaborating with Cross-Functional Teams?

Your Fractional CMO should bring a wealth of experience from working in B2B organizations, which means they have worked closely with sales teams, tech teams, and product teams. They understand the interplay between these disciplines and recognize the importance of aligning them toward common objectives. They have direct experience bridging sales and marketing gaps ensuring that marketing isn't siloed but integrated into the fabric of the organization.

Do They Understand Your Internal Struggles and Challenges?

A Fractional CMO comprehends the internal struggles and challenges that B2B organizations encounter. They've encountered the hurdles that arise during growth phases, general economic or industry-specific recessions, boom times, technology integrations, and product launches. This first-hand experience enables them to anticipate challenges, strategize solutions, and foster smoother progress.


Do They Bring a Versatile Skill Set From Doing to Leading?

Your Fractional CMO wasn't born a leader. They've been in the trenches and have developed a versatile skill set that spans from "doing" to "leading." They have executed hundreds or thousands of various B2B marketing tasks in their career. As they evolved, they transitioned to senior leadership roles, managing teams, contractors, freelancers, and even entire marketing departments. This journey equips them with a comprehensive view that encompasses both tactical execution and strategic direction.

Your Fractional CMO is a Well Rounded B2B Leader Who Has Worked in the Trenches:

A Fractional CMO stands apart from marketing agencies that offer specialized services but often require strategic direction from an internal marketing leader. They are distinct from consultants who may provide short-term expertise in specific areas.

They also differ from contractors, freelancers, and junior/middle management marketing staff, as their role encompasses strategic leadership that orchestrates the collective marketing effort. Their role



extends beyond advice and isolated tasks, reaching into the heart of your organization to catalyze growth, streamline processes, and drive comprehensive marketing success.

Avoiding Fractional CMO Imposters: Finding the Real Deal

Not everyone who claims to be a Fractional CMO has the same level of experience and skills. In this section, we'll help you understand how to tell the genuine experts from those who might not have what it takes for your important role.

Experience That Counts: A real Fractional CMO has spent years working in different marketing roles within B2B companies. They might have been a Marketing Director, VP of Marketing, or even a CMO. These roles show they have a track record of making marketing strategies, driving growth, and tackling tough challenges.

Leadership in Action: A true Fractional CMO doesn't just know theory – they've actually led and managed marketing teams. They've dealt with teams that work in-house, with contractors, or external agencies. This means they don't just talk about strategies; they've put them into practice by leading teams effectively.

Working with Other Leaders: A real Fractional CMO has worked closely with CEOs, senior salespeople, product managers, and customer success teams. They don't just know about marketing; they also understand how different parts of a business come together to achieve goals, and how different executive leaders may look down on marketing. They know how to collaborate, organize, negotiate and take responsibility for their budget and results.

Different from Consultants and Agencies: Be careful of people who say they're Fractional CMOs but might not have extensive experience. Some might have worked at marketing agencies or as consultants, but they might not have the background of senior leadership within companies.

They might be good at tactics, but lacking the bigger-picture strategy experience. In our industry, anyone can call themselves any marketing title they wish. This is quite common and is not meant to mis-lead, typically it is done with the most enthusiastic desire of success. It's crucial you qualify what someone says you're getting, with what they can actually do for your company.

Checking for Proof: When you're looking at potential Fractional CMOs, ask for evidence of what they've done. Look for case studies, references, and real examples of their work in different B2B settings. By digging deep, you make sure you're choosing a true professional who can genuinely boost your B2B marketing success.

By keeping an eye out for signs of expertise and authenticity, you'll be able to confidently find a Fractional CMO who has the right skills and experience to drive your B2B marketing forward.



Fractional CMO Hiring Checklist:

When you're on the path to hire a Fractional CMO for your B2B company, having a clear plan is essential. This Fractional CMO Hiring Checklist acts as your roadmap, helping you cover all the essentials and make an informed decision that perfectly fits your organization's goals.

Assessing Expertise and Experience:

- Have they held senior-level marketing roles in B2B companies? (e.g., Marketing Director, VP of Marketing, CMO)
- Do they bring experience in leading and managing marketing teams, whether in-house, contractors, or agencies?
- Can they show a history of collaborating with cross-functional leaders like CEOs, sales, and product teams?
- Have they shared case studies, references, and examples of their strategic contributions in B2B settings?
- How long have they been a Fractional CMO? Are you their first client?

Strategic Alignment:

- Do they deeply understand B2B organizations, including challenges and stages of growth?
- Can they align marketing strategies with your overall business goals and priorities?
- Have they proven their ability to design strategies that fuel growth, market presence, and revenue?

Holistic Leadership:

- Can they not only strategize but also execute and manage marketing initiatives?
- Are they skilled at collaborating across different departments and fostering a team approach?
- Have they demonstrated proficiency in overseeing marketing team dynamics, whether they're in-house or remote?

Innovation and Adaptability:

- How do they stay updated with the evolving marketing landscape?
- Can they share instances of adapting strategies due to market shifts, technological advancements, or industry trends?
- Are they capable of introducing fresh approaches while staying true to your brand's identity?



Cultural Fit and Communication:

- Do they align with your organization's values, culture, and communication style?
- Can they convey complex marketing strategies clearly and understandably?
- Are they equipped to work seamlessly with your existing teams and integrate into your organizational structure?

References and Recommendations:

- Have you reached out to references provided by the candidate to learn about their experiences?
- Have you sought recommendations from colleagues, peers, or industry professionals who know their expertise firsthand?
- Are they promoting themselves and their company? Are they taking their own marketing advice?

By diligently following this checklist, you'll navigate the Fractional CMO hiring process with clarity and confidence. This approach gives you peace of mind and guidance to find a Fractional CMO who not only possesses the necessary skills and experience but also aligns with your organization's values, goals, and vision for future growth.



5. What To Expect from Your Fractional CMO

Before engaging a Fractional CMO, it's important to have a clear understanding of how this collaboration will unfold. In this chapter, we'll break down the aspects of your Fractional CMO partnership, giving you a comprehensive outlook on what lies ahead.

We'll explore their role within your team, the scope of their responsibilities, and the achievements you can expect in the initial six months. Although engagements often last 12-36 months, the first six months are of key importance.

How a Fractional CMO Fits into Your Organization

A Fractional CMO is more than just an external consultant; they can become an integral part of your B2B organization's leadership team. As a strategic partner, they collaborate closely with your CEO, providing them with expert marketing insights and guidance. The Fractional CMO is not merely an advisor – they actively engage with various departments, ensuring alignment between marketing strategies and overall business objectives.

Within your organization, the Fractional CMO interacts with key stakeholders, including sales, product, and technology teams. Their collaborative approach allows them to understand the intricacies of your business, ensuring that marketing efforts are well-integrated and drive results.


While they might operate remotely, they function similarly to an in-house hire. They bring their expertise and, in some cases, even their own B2B marketing team, offering a holistic approach that aligns with your organizational goals.

The Fractional CMO is not a contractor to be directed but rather a senior leader who takes the initiative, guiding your marketing initiatives and providing strategic leadership. Their role extends beyond executing tasks; they lead, influence, and drive change.

This partnership enables them to navigate your organization with a deep understanding of its dynamics, collaborating with various teams to deliver meaningful results and contribute to your B2B company's growth journey.

The Roles of a Fractional CMO: What They Do and Don't Do

A Fractional CMO is not a tactical executor but a strategic leader who plays a pivotal role in shaping your B2B organization's marketing direction. Their primary focus is on setting the marketing strategy that



aligns with your high-level business goals. They bring a senior-level perspective, offering expert insights and recommendations that guide your marketing efforts.

What a Fractional CMO Does:

Setting the Strategy: They design the roadmap for your marketing initiatives, defining the overall direction to achieve your business objectives.

Recommending the Systems: Based on the marketing strategy they have created for your organization, they recommend marketing systems to support it, this includes technologies that can streamline processes and enhance efficiency.

Providing Expert Guidance: Their wealth of experience contributes to making informed decisions for your organization that drive growth and market presence.

Monitoring the Budget & Metrics: They keep a keen eye on key metrics and budgets, ensuring your resources are effectively utilized.

However, a Fractional CMO *does not typically perform hands-on tactical tasks or execute every aspect of the strategy themselves*. Instead, they will determine which resources are needed to implement the strategy and manage ongoing marketing, and then manage teams and allocate resources.

Depending on the arrangement, a Fractional CMO might come with their own seasoned B2B marketing team to execute the strategy. Alternatively, they might guide you in building an internal team or engaging external agencies and contractors who specialize in various marketing disciplines.

A Fractional CMO is a senior leader who navigates your marketing efforts strategically. They're partners in growth, consultants who drive impactful decisions, and expert guides who set the course for your marketing journey.

This collaborative approach ensures that your marketing strategies are well-aligned with your business objectives and executed effectively, whether through their own team or in collaboration with external resources.

A Fractional CMO Engagement: What to Expect in Your First Six Months

Your first six months with a Fractional CMO marks a period of transformative action, where strategic planning and immediate changes come together to pave the way for your B2B organization's marketing success.



Start with Strategy First - A Client-Centric Approach:

The journey begins with a strategic approach that puts your clients at the center. Your Fractional CMO dives deep into understanding your target audience, refining your messaging and positioning (if needed), and mapping out a customer journey that resonates. They work with you to develop a comprehensive 12-month marketing plan that aligns with your business goals and provides a clear roadmap for execution.

Don't let the word strategy fool you, some Fractional CMO offerings consist of the ability to build a solid strategy within 60 days, guaranteed.

Identifying Low Hanging Fruit - Immediate Changes for Impact:

In these initial months, your Fractional CMO identifies opportunities for quick wins. They leverage their expertise to uncover low-hanging fruit – areas where immediate changes can yield noticeable results. Whether it's refining campaigns, optimizing content, or enhancing your online presence, these early wins build momentum and set the stage for larger accomplishments.

Creating Synergy with Sales - Integrating Marketing and Sales Systems:

A Fractional CMO understands that marketing and sales must work in harmony. They recommend a marketing system that seamlessly integrates with your sales system, mirroring the customer journey. This alignment ensures that leads generated by marketing smoothly transition into your sales funnel, resulting in more efficient conversions and increased revenue.

Empowering Your Sales Team - Sales Enablement Strategies

Beyond system integration, your Fractional CMO focuses on sales enablement. They equip your sales team with the tools, content, and resources needed to engage prospects effectively throughout their journey. This includes providing sales collateral, training, and support, ensuring that your sales force is armed with what they need to close deals successfully.

Elevating Your Content Strategy - From Marketing to Thought Leadership

Content marketing takes center stage as your Fractional CMO refines and amplifies your content strategy. They create compelling content that educates, engages, and resonates with your target audience. Some Fractional CMOs take it a step further, transforming your internal teams into thought leaders. By empowering your experts to share their knowledge, you position your brand as an authority in your industry, building trust and credibility.

In these crucial first six months, your Fractional CMO becomes a catalyst for change, driving a strategic shift that strengthens your B2B organization's marketing efforts. By focusing on client-centric strategies, immediate impact, system integration, sales enablement, and thought leadership, they set the stage for a transformative partnership that paves the way for sustained growth and success.



6. Working With Your Fractional CMO

Once you've decided to contract with a Fractional CMO, how will they actually work with your teams and organization? Who will be the main point of contact? Who else will your Fractional CMO need to collaborate with?

Determining the ideal point of contact within your organization for your Fractional CMO is one of the most important steps to ensure effective communication and collaboration. While the specific structure may vary depending on the needs of your organization, here are some best practices to consider:

CEO as the Main Sponsor - Strategic Alignment:

In many cases, the CEO serves as the main point of contact for the Fractional CMO. This alignment ensures that strategic decisions and business goals are closely integrated with marketing initiatives. The CEO's high-level perspective and decision-making authority complement the Fractional CMO's strategic guidance.

A Collaborative Approach - Involving Leadership Teams:

Depending on your organization's structure, involving other key leaders like the VP of Sales, Head of Product, or Chief Technology Officer can enhance cross-functional collaboration. The Fractional CMO's interaction with these leaders ensures that marketing strategies align with various departments, driving holistic growth.


Team Structure - The Marketing Team Lead:

If your B2B organization already has a marketing team, the head of the marketing team can serve as the liaison between your organization and the Fractional CMO. This structure enables the Fractional CMO to collaborate closely with your internal marketing experts, maximizing the synergy between external expertise and internal resources.

Ultimately, the goal is to establish clear lines of communication and decision-making to ensure that the Fractional CMO's insights and recommendations are effectively integrated into your B2B organization's overall strategy. The chosen point of contact should possess the authority and strategic vision to align marketing efforts with your business goals seamlessly.

Nurturing Your Fractional CMO Relationship: Best Practices for Success

Managing your relationship with a Fractional CMO requires a blend of collaboration, communication, and strategic alignment. As you embark on this partnership, consider these best practices to ensure a successful and harmonious engagement.



Open and Transparent Communication: Effective communication is the cornerstone of a productive relationship with your Fractional CMO. Regular updates, transparent discussions about goals and expectations, and a willingness to share challenges are vital.

Make sure to share everything you're doing around marketing and sales with your Fractional CMO so they can make sure to align any initiatives they're working on. Foster an environment where open dialogue encourages innovative ideas and solutions.

Clearly Defined Roles and Responsibilities: Establish clear boundaries and responsibilities for both your internal team and your Fractional CMO. Define who handles what tasks, decisions, and oversight. This clarity prevents confusion and empowers everyone to contribute effectively to your marketing efforts.

Regular Check-Ins and Reviews: Schedule regular check-in meetings to review progress, discuss challenges, and refine strategies. These meetings serve as opportunities to evaluate performance against objectives and adjust the course if needed. Encourage open feedback and address any concerns promptly.

Flexibility and Adaptability: Flexibility is essential when working with a Fractional CMO. As your business landscape evolves, marketing strategies may need adjustment. Your Fractional CMO can guide these adaptations with their experience and industry insights. Be open to embracing change and adapting to market shifts.

Respect and Value Their Expertise: Your Fractional CMO brings extensive expertise to the table. Respect their insights and recommendations, valuing their senior-level perspective. Recognize that their role extends beyond executing tasks; they contribute strategic guidance that can shape your organization's growth.

Leverage Their External Perspective: One of the benefits of a Fractional CMO is their external perspective. Use this to your advantage by encouraging them to challenge the status quo and introduce fresh ideas. Their unbiased viewpoint can lead to breakthrough strategies and innovative solutions.

Cultivate a Collaborative Culture: Involve your Fractional CMO in cross-functional discussions and collaborations. They can bridge the gap between marketing and other departments, ensuring alignment and synergy. By fostering a culture of collaboration, you maximize the impact of their contributions.

By adhering to these best practices, you'll foster a strong and mutually beneficial relationship with your Fractional CMO. Collaboration, communication, and mutual respect are the foundations of a partnership that drives growth and elevates your B2B organization's marketing success.



Collaborating Across the Board: Fractional CMO's Key Interactions

Effective collaboration extends beyond your Fractional CMO and their main point of contact. The Fractional CMO interacts with various individuals within your organization, each playing a distinct role in driving marketing success.

Here's an overview of the key players your Fractional CMO will work with:

CEO - The Main Point of Contact:

The CEO serves as a central figure in the partnership with the Fractional CMO. Regular interactions ensure that marketing strategies align with broader business objectives. The CEO provides insights into long-term goals, direction, and overarching strategies.

VP of Sales - Sales and Marketing Collaboration & Integration:

Close collaboration with the VP of Sales is vital for aligning sales and marketing efforts. The Fractional CMO works alongside the sales team to ensure consistent messaging, identify sales enablement opportunities, and support lead generation strategies.

Product and Technology Leaders - Synergy and Innovation

Working closely with product and technology leaders ensures that marketing efforts align with product development and innovation. This collaboration supports effective product launches, messaging consistency, and integrating technological advancements into marketing strategies.

Internal Marketing Team - Leveraging Expertise:

If your B2B organization has an internal marketing team, the Fractional CMO collaborates with them to amplify their efforts. This collaboration leverages the expertise of your internal team and complements it with the Fractional CMO's strategic guidance and senior-level insights.

Customer Success - Enhancing Customer Journey:


Interacting with the customer success team aids in understanding customer needs, pain points, and feedback. This collaboration informs marketing strategies that address customer concerns and enhance the overall customer journey.

Board of Directors or Investors - Strategic Updates:

For organizations with boards of directors or investors, the Fractional CMO provides strategic updates on marketing initiatives, results, and growth plans. These interactions ensure alignment with stakeholder expectations and demonstrate the impact of marketing efforts.

External Partners - Agencies and Contractors:

In cases where the Fractional CMO engages external agencies or contractors, collaboration with these partners is essential. The Fractional CMO oversees the execution of marketing strategies, ensuring alignment with the overall vision and goals.



By fostering these collaborative relationships, your Fractional CMO becomes an integral part of your organization's growth strategy. Their interactions span various departments, aligning efforts and harnessing the expertise of different teams to drive marketing success and propel your B2B organization forward.



7. A Typical Fractional CMO Engagement & Investment

A Fractional CMO engagement is a structured arrangement where a senior marketing leader partners with your B2B organization on a contract basis.

Here's a closer look at how Fractional CMO engagements are typically set up:

Contracted Role and Monthly Payment: A Fractional CMO is typically engaged on a contract basis, and compensated through a monthly fee which covers their services throughout the engagement.

Duration of Engagement: Most Fractional CMO engagements last at least six months, most often 12 months or more. This time frame allows the Fractional CMO enough time to plan, execute, and assess their strategies for impactful results. Some companies continue with a Fractional CMO arrangement for many years, and others leverage their Fractional CMO to help them hire an internal CMO and marketing team.

Flexibility Tailored to You: Fractional CMO engagements are typically adapted to your needs. The arrangement can be part-time, full-time, or project-based, depending on what suits your goals best and how the Fractional CMO organization has their services programs set up.


What's Included in the Engagement: The monthly fee usually covers a range of services, such as strategy development, oversight, collaboration, and performance tracking. However, certain specialized tasks or external expenses might fall outside the retainer and require separate funding. If your Fractional CMO brings their own expert B2B marketing team, the fee may cover their services as well.

Working Together and Communication: Throughout the engagement, the Fractional CMO collaborates closely with your leadership, internal teams, and external partners. Regular communication ensures everyone is on the same page and strategies can be adjusted as needed.

Understanding the Cost of a Fractional CMO

The cost of engaging a Fractional CMO can vary based on several factors. While specific figures depend on your organization's needs, goals, and the expertise of the Fractional CMO, here's a general overview of what you can anticipate:

Monthly Retainer Model: Fractional CMOs typically operate on a monthly retainer basis. This means you'll pay a set fee every month for their services. The retainer covers their strategic guidance, leadership, and expertise.



Factors Affecting Cost: Experience and Expertise: Highly experienced Fractional CMOs with a track record of success may come at a premium due to their valuable insights and industry knowledge.

Engagement Scope: The complexity and scope of your engagement will influence the cost. A more comprehensive engagement involving extensive strategy development and implementation might come with a higher fee.

Engagement Duration: The length of your engagement will impact the total cost. Longer engagements naturally accumulate higher fees, but they also allow for deeper impact and results.

Inclusions: Some Fractional CMOs might include certain expenses or specialized services within the retainer, while others might charge extra for such tasks.

Team and Resources: If the Fractional CMO has their own team or network of specialists, this can influence the overall cost. Their team's involvement may lead to additional fees or an all-inclusive package.

Typical Cost Range: While ranges can vary widely, a ballpark estimate for a Fractional CMO engagement including an expert B2B marketing team can start from \$15,000 - \$17,000/ month and move up from there. This is a significantly lower investment than bringing on an in-house CMO.

At the low end, an in-house CMO's annual base pay salary ranges from \$173,097 in [Canada](#) to \$258,217 in the [USA](#). Broken down monthly this is \$14,424 to \$21,518. This does not include benefits, bonus, marketing software, or the salaries of the marketing team to support the CMO.

Value and ROI: It's important to view the cost of a Fractional CMO engagement in terms of the value and return on investment (ROI) they bring to your organization. Their expertise and strategic leadership can lead to improved marketing performance, revenue growth, and overall business success.

Customized Quotes: When considering a Fractional CMO for your B2B organization, it's recommended to discuss your specific needs and goals with potential candidates. This allows them to provide a customized quote tailored to your unique circumstances.

Keep in mind that the cost of a Fractional CMO is an investment in unlocking the full potential of your marketing efforts and driving your business forward.

Fractional CMO vs. In-House CMO: Cost Comparison

When considering the cost of engaging a Fractional CMO for your B2B organization, it's valuable to compare it to the expenses associated with hiring an in-house CMO.

Here's a look at how these costs stack up:

Salary and Benefits:

- **Fractional CMO:** With a Fractional CMO, you're paying a fixed monthly amount that covers their expertise, guidance, and leadership. This avoids the expenses of a full-time salary, benefits, and other perks. While ranges can vary widely, a ballpark estimate for a Fractional CMO engagement including an expert B2B marketing team can start from \$15,000 - \$17,000/ month and move up from there. This is a significantly lower investment than bringing on an in-house CMO.
- **In-House CMO:** Hiring an in-house CMO entails a competitive salary, benefits (healthcare, retirement plans, etc.), bonuses, and potentially stock options. These costs can significantly add up. At the low end, an in-house CMO's annual base pay salary ranges from \$173,097 in [Canada](#) to \$258,217 in the [USA](#). Broken down monthly this is \$14,424 to \$21,518. This does not include benefits, bonus, marketing software, or the salaries of the marketing team to support the CMO.

Recruitment and Onboarding:


- **Fractional CMO:** Engaging a Fractional CMO involves a streamlined process. There's no need to go through the lengthy recruitment, interviewing, and onboarding stages.
- **In-House CMO:** Hiring an in-house CMO requires investing time and resources in finding the right candidate, conducting interviews, and bringing them up to speed on your company's culture and operations.

Flexibility:

- **Fractional CMO:** Fractional CMO engagements offer flexibility in terms of commitment and duration. You can adjust the engagement based on your evolving needs without being tied to a long-term employment contract.
- **In-House CMO:** Hiring an in-house CMO can be less flexible, as it involves a long-term commitment. This may limit your ability to adapt to changing market conditions or internal priorities.

Overhead Costs - A Financial Comparison:

- **Fractional CMO:** The monthly amount paid to a Fractional CMO covers their services, which can include strategy development, team collaboration, marketing software and oversight. There are no additional overhead costs beyond the monthly amount.
- **In-House CMO:** Beyond salary and benefits, an in-house CMO can incur additional overhead costs such as office space, equipment, software licenses, and more. On average, these additional



expenses can range from \$50,000 to \$100,000 annually, depending on factors like office location, technology requirements, and operational needs.

By opting for a Fractional CMO, you could potentially save tens to hundreds of thousands of dollars each year, as their monthly cost encompasses the CMO's expertise, leadership, and strategic direction without the need to allocate funds for supplementary overhead costs. This cost-effective approach allows you to redirect resources toward high-impact marketing initiatives and growth strategies.

Expertise and Experience:

- **Fractional CMO:** Fractional CMOs are experienced, client-focused marketing leaders who have often held senior roles in various organizations. You benefit from their expertise without the need for extensive training or mentoring.
- **In-House CMO:** While in-house CMOs bring their experience, there might be a learning curve as they familiarize themselves with your organization's nuances and industry specifics.

Making the Right Choice

When weighing the costs of a Fractional CMO versus an in-house CMO, consider your organization's specific needs, budget, and goals. Fractional CMO engagements provide a cost-effective solution that offers flexibility, expertise, and strategic leadership tailored to your unique situation.

Next Steps:

In the ever-changing world of B2B marketing, finding the right strategies and leaders can make a world of difference in achieving remarkable success. This Ultimate Guide has been your resource to understanding the essential role of a Fractional CMO in driving your business growth.

You've learned about what a Fractional CMO really is and how they bring unique benefits to the table. You've explored when it's the right time to engage them and how they can fit seamlessly into your organization. From evaluation and hiring to working together effectively, you've gained insights into building a successful partnership.

As you move forward, remember that a Fractional CMO isn't just a temporary solution – they're a catalyst for lasting change. Their strategic skills, rich experience, and dedication to your success can take your marketing efforts to new heights.

When choosing the right marketing model and next steps for your business, it's important to make sure you begin with hiring or outsourcing a strategic B2B marketing leader who is capable of creating your marketing strategy, building a best practices B2B marketing foundation, and guiding you in making your best decisions around hiring and building your marketing team, whether that's in-house or outsourced.

A Fractional CMO can guide you to make the best marketing decisions for your B2B firm:

If you don't have a senior marketing leader in place to guide your decisions, one of your best next steps might be to talk with a Fractional CMO who has a deep history in working in B2B organizations and hiring and leading marketing teams.

Is a Fractional CMO and Expert B2B Marketing Team Right for Your Business?

Book Your Consultation Now:

Book Your Consultation

At New Initiatives Marketing, our Fractional CMOs have deep experience in B2B, including creating marketing strategies, building strong marketing foundations, and hiring and managing internal marketing resources, marketing agencies and contractors.

Our Fractional CMOs can help you take your ideal first steps in marketing, avoid making those common miss steps and guide you in building the right in-house or outsourced marketing team to match the needs of your business.

Best of all, in addition to our Fractional CMOs, New Initiatives Marketing also provides you with an instant expert B2B marketing team, consisting of all the specialized tactical expertise needed to bring your marketing strategy to life - all under the guidance of your Fractional CMO.

To learn more about how our Fractional CMO and Expert B2B Marketing team can give you the instant marketing leadership and team you need to install a sustainable marketing foundation and move past sales plateaus, book an initial consultation with New Initiative Marketing's Founder & Fractional CMO Jen Kelly on our website at www.newinitiativesmarketing.com/consultation or email Jen directly at jen@newinitiativesmarketing.com.



Meet Jen Kelly, NIM Founder & Fractional CMO

Hi, I'm Jen Kelly, the founder of New Initiatives Marketing Inc. (NIM). Following my corporate marketing career with companies like Siemens, Motorola, and Future Shop, I launched NIM in 2009, became a Certified Marketing Consultant in 2015, and a WBE Canada Certified Women-Owned Business in 2019.

For 14+ years, our team of senior marketing leaders & expert specialists have helped B2B firms with the strategic direction & real-world execution they need for practical, long-term results.

We're not a marketing agency that simply executes one-off campaigns. Instead, we offer a Fractional CMO and Expert B2B Marketing Team to help you build a best-practices marketing foundation that will enable your sales teams to meet revenue goals and set your business up to be competitive and resilient over the long term.

So if you're a B2B CEO looking for a more strategic approach to marketing to move past sales plateaus, but don't have the in-house senior marketing expertise to guide the ship or the expert marketing resources to make it happen, we can help.

**MEET YOUR FRACTIONAL CMO & GET STARTED
NOW WITH A FREE STRATEGY CALL**