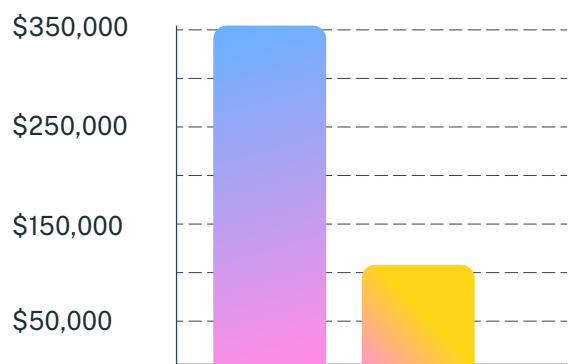


HOW FRACTIONAL CMOs DELIVER FLEXIBILITY AND FOCUS

Cost Savings Compared to a Full-Time CMO



- A full-time CMO salary averages \$200,000-\$350,000 per year, excluding benefits, bonuses, and equity.
- A Fractional CMO costs 60-80% less, providing high-level strategy without the full-time expense.

Companies save on hiring, onboarding, and long-term commitments while getting expert marketing leadership.

Increased Marketing ROI & Revenue Growth

↑

Marketing-led companies grow

20-30%

faster than those without structured marketing leadership.

↑

Businesses that hire a Fractional CMO often see a

15-25%

increase in marketing efficiency due to better campaign optimization and data-driven strategies.

↓

Companies that lack marketing leadership waste

30%

of their budgets on ineffective marketing efforts.

Improved Sales & Lead Generation

Companies with clear marketing strategies generate



more leads than those without.

A Fractional CMO ensures alignment between sales and marketing teams, leading to higher close rates and shorter sales cycles.

Faster Execution & Agility



A Fractional CMO launches strategies in 50% less time than an in-house team figuring it out alone.

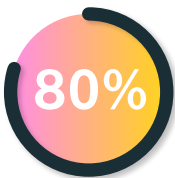


72% of companies using fractional executives report improved speed-to-market for new initiatives.

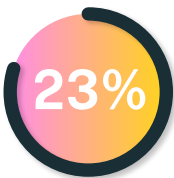
Because they work across industries, Fractional CMOs bring best practices, fresh ideas, and proven playbooks.



Competitive Advantage & Market Positioning



80% of companies struggle with differentiation and positioning. A Fractional CMO helps define a clear brand message, unique value propositions, and better customer engagement.



Businesses that focus on strategic brand positioning see 23% higher customer loyalty and retention rates.

Optimized Marketing Tech & Digital Transformation



65% of businesses don't fully utilize their marketing tools. A Fractional CMO ensures effective CRM, automation, and analytics implementation.

Companies that leverage data-driven marketing see

5-8X

better ROI than those relying on intuition-based strategies.

Flexibility Without Long-Term Commitment

A Fractional CMO provides on-demand expertise without requiring a long-term executive hire.

Ideal for startups, scaling companies, and mid-sized businesses that need senior leadership but can't afford or justify a full-time CMO.

