

5 Reasons You Need a Fractional CMO

by Flor Arballo | Jan 15, 2021 | News, yorCMO | 0 comments

Marketing can be a confusing game. Especially when your business is growing.

But what does it all mean? What is the difference between a fractional CMO, a marketing consultant, marketing agencies, and others?

In this post, we look at:

- What fractional marketing is.
- The role of a fractional CMO and how it is different from other marketing roles.
- The 5 signs you need a fractional CMO.
- The benefits of a CMO on demand.



What is the difference between a fractional CMO from yorCMO and a marketing agency?

A chief marketing officer integrates part-time into your business. They want to do what's best for your business, so they develop the most comprehensive, strategic plan and make sure it gets executed every.

- Quarter
- Month
- Week

Fiduciary Partner

Most marketing consultants and agencies offer some level of strategic planning but from the outside. Fractional CMOs will work hands-on with your team. We go one step further and consider ourselves your fiduciary partner. As your fiduciary partner, we sit at the table with you when negotiating with agencies and vendors.

Hands-on Approach

Being integrated into your business allows the fractional Marketing Director to identify and rectify internal issues or marketing inefficiencies your business may be experiencing that are stalling business growth.

Marketing agencies and other fractional CMO placements may help with the C-level expertise but may or may not have a proven process that they follow.

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The 5 reasons you need a fractional Chief Marketing Officer

1. You have been burned one too many times

Have you had previous frustrating experiences in the past with marketing agencies or freelance professionals, who will lay out the actions, charge you high fees, and then it's up to you to lead it?

Maybe the plan focused too much on tasks to do. It would help if you had a strategic plan to go with those tasks. This plan would help you grow your business.

2. You have tried many marketing tactics, but they didn't work.

You and your team have completed countless marketing tasks. Does it ever feel like you are throwing spaghetti up a wall and seeing what sticks? Now you need to see real progress. You want someone to take the lead. Someone who can deliver some quick wins but also work on the long game with you.

3. You need to help to form a focused marketing strategy.

Every business is unique and different. Maybe your sales and marketing teams need some input to help them align. Or you feel that your teams could benefit from focused leadership. Perhaps you want to get to the next level of connecting with your audience, but you're just not sure what the next steps are.

4. The expense of a full-time CMO is prohibitive

Hiring a full-time CMO is a costly task. Although your business is growing and needs this help, hiring a full-time CMO won't fit your budget. You can't afford the expertise of a full-time CMO along with the associated costs.

5. Your business is doing well, and now you want more

You may be in a great position in terms of where you want your business to be. Your business is growing, and now you want to know where to go next, but you're unsure how to get there.

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How are other marketing services out there different from hiring a fractional CMO?

Full-time CMO

A full-time Chief Marketing officer can provide all of the benefits that a part-time CMO would. The big downside is the price tag. Paying a salary, bonus, and benefits for this highly skilled role is expensive.

Marketing Consultants

Marketing consultants tend to work from the outside of your business and deliver their recommendations to your team's contact. Then it's up to your team to organize the plan of action and execute it. Usually, they work with you for a shorter period, on one aspect of your marketing, not the global picture.

A strategic marketing consultant will have C-level expertise to offer, like a CMO on-demand. On the downside, they will most likely have a custom, unproven process.

Niche Marketing Agencies

A niche marketing agency will only work with clients in a specific industry. As a result, they can be expensive. They will provide you with marketing tactics (again, hands-off approach) but may or may not have a proven marketing strategy to complement it.

Benefits of a Fractional CMO in Summary

- Get all the benefits of a full-time CMO for less expense.
- Feel more relaxed because you know where you are heading in your business, and it is working. You have a clear plan for the future.

Get a free discovery call.

Why yorCMO?

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