yorCMO
FRACTIONAL MARKETING SYSTEM

The Benefits of Working with a Fractional CMO

A Simple and Effective System to Improve Marketing

The world is full of one-and-done marketing activities. At yorCMO, we designed a process to help companies improve marketing results. We understand that marketing must be accountable for driving sales growth. So we built a system to help you achieve this goal.

C-Level Leadership at a Fraction of the Cost

A typical CMO salary and benefits package is a big expense that doesn't make sense relative to a small marketing budget. This is why we offer our services through a shared cost model. This allows you to add a CMO to your leadership team at a fraction of the cost involved with a full-time hire.

Designed for Companies without a Chief Marketing Officer

Our typical client is a company with annual revenues between $5 - $100 million. Businesses with a small marketing team often work with vendor and media partners to complete tactical programs quickly and at a low cost. Although marketing supports the company, it isn't clear to the leadership team how marketing is driving sales growth or what needs to be done to manage it more effectively.

Providing Critical Control & Oversight

Let's face it, your CEO and COO already have a lot on their plate. Coaching, mentoring, and developing a small marketing team is a big challenge. Adding a fractional CMO to your team is a smart way to tackle these needs practically. Providing key expertise, know-how, and management experience that are critical for growth.

Unbiased, Objective, and Independent Advice

We aren't an agency. We don't sell tactical services such as design, websites, email, direct mail, or media planning and buying. We work as your fiduciary partner. This means we manage your marketing investments to ensure you realize a positive return.



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The yorCMO System

A Proven and Practical Marketing Management Process

Discovery Meeting

A conversation to learn about your business. Understand your growth challenges. Determine how well your marketing works now. And identify fit, for example: How working with a fractional CMO could benefit your business.

Marketing Audit

We conduct an audit and assessment of your marketing efforts to date that includes a business review, in-depth interviews, and competitive analysis A report summarizing our findings and insights is delivered along with a list of action item recommendations.

Foundation Plan

Working together we will create a 2-year marketing plan built upon six proven fundamentals of marketing success. Once built, the plan will establish a clear picture and vision of success. It will also identify any gaps or work required to accomplish these goals.

Campaign Management

A plan by itself won't change your business or the marketing results you get. This is why we provide oversight and operational support on a weekly, monthly, and quarterly basis. We break down your marketing plan into quarterly (90-day) sprints and prioritize campaign action items. We also establish a scorecard, of key performance indicators (KPIs) to help everyone track, measure and evaluate progress.

Weekly Oversight

Each week we lead a status call to review projects, action items, and the KPI scorecard associated with your marketing plan. Regular conversation with your team allows us to coach, mentor, and develop your staff.

Quarterly Sprints

Each quarter we facilitate a collaborative action planning session to review the previous quarter's performance and evaluate plan progress.. Together we will set new 90-day goals, establish next quarter's budget, and determine campaign priorities.



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