

The Benefits of Working with a Fractional Chief Marketing Officer

A Simple & 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.

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 business, 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.

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 overall 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.

Providing Critical Control and Oversight

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



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