

UNLOCKING SUCCESS:
**HOW A FRACTIONAL CMO CAN
HELP BUILD AND STRENGTHEN
YOUR MARKETING TEAM**

Building and maintaining an internal marketing team can be a challenging task, especially for our client, a rapidly-growing nation wide Franchise.

THIS IS HOW WE HELPED THEM

OVERVIEW:

Our client, a rapidly-growing Franchise, needed assistance in expanding and improving their internal marketing team.

Fractional CMO, Dave Blanchard, had already hired an exceptional Marketing Director for them and now the director needed an extra set of hands on the team.



Dave took care of of the whole hiring process, from job descriptions to screening candidates and conducting interviews.

Finally, he presented a shortlist of the most qualified candidates to the client, who then conducted the final interviews and made the hiring decisions.



Our Fractional CMO didn't stop there.

Once the new team member was on board, he provided ongoing support and training to ensure they were able to work collaboratively and effectively.

The team continues to thrive, and the client has since expanded its marketing efforts to new markets.

At yorCMO we work together as a fiduciary partner, and your Fractional CMO is equipped to handle this task.

With their expertise, experience, and resources, Fractional CMOs can help companies assess their marketing needs, build effective teams, and achieve their business goals.





**At yorCMO, we're ready to
help turn one of your
struggles into a big WIN.**

REACH OUT TO US TODAY!

yorCMO.com | [402.807.5414](tel:402.807.5414) | info@yorcmo.com