

## What to Expect When You Hire a Fractional CMO

*Strategic marketing leadership without the full-time cost*

Most organizations reach a point where they've invested time and money into marketing—but aren't sure what's working, what isn't, or how to connect those efforts to real growth. That's where a **Fractional CMO** comes in.

You don't need more tactics. You need a strategy—and someone to own it.

As your **Fractional Chief Marketing Officer**, I step in as your strategic marketing partner to bring clarity, accountability, and results. I work alongside your leadership team to align marketing with your business goals, build a scalable growth plan, and ensure your marketing dollars are actually driving revenue.

### Here's What I Do:

- **Audit & Assess:** We start by reviewing what you've done so far—what's working, what's not, and where you're wasting time or budget.
- **Build Your Strategy:** I craft a marketing roadmap that aligns with your business goals—whether that's increasing leads, shortening your sales cycle, or launching a new product.
- **Lead the Execution:** I oversee internal teams or external partners (ads, web, content, etc.), holding everyone accountable to results—not just activity.
- **Measure What Matters:** We'll implement the tools and reporting you need to see what's working, so you can make smarter decisions moving forward.

### What You Get:

- A clear, focused marketing strategy tied to revenue—not just “more noise”
- Executive-level leadership without the full-time expense
- Transparency into your marketing performance and spend
- A trusted partner who helps you prioritize and make confident decisions
- Consistent progress and accountability for your team or vendors

### Common Scenarios I Solve:

- “We’re spending on marketing but can’t see results.”
- “We have a team (or agency), but no one is leading the big picture.”
- “We’ve hit a plateau and don’t know how to grow from here.”
- “We need to make marketing work, but we’re not ready to hire a full-time CMO.”

If that sounds familiar, [let’s talk](#). My role is to turn your marketing from a cost center into a true growth engine—one that’s measurable, manageable, and aligned with your business goals.

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The Growth Executive, LLC | [james@tge.llc](mailto:james@tge.llc) | 8690 Aero Drive Ste 115-2 San Diego, CA 92123