

FRACTIONAL CMO

*The Full Power of a Chief Marketing Officer
Without the Full-Time Cost or Commitment*



Tap into seasoned marketing experts who can implement a strategic and scalable marketing strategy to accelerate your business growth.

WHO CAN BENEFIT FROM A FRACTIONAL CMO?

Our fractional CMO (fCMO) services offer the ideal solution for companies ready to grow but not prepared for a full-time CMO. Reasons to consider hiring an fCMO include companies that:

- Have reached a plateau and aim to elevate their business to the next level.
- Seek enhancements in lead generation.
- Require insights from a seasoned marketing professional with extensive experience.
- Struggle to balance running a business and overseeing marketing efforts.
- Need to replace an underperforming external agency or marketing leader.
- Are embarking on a new project.
- Temporarily need to fill a vacant leadership position.

OUR PREFERRED CLIENTS ARE THOSE WHO:

- Are eager for action and geared towards rapid expansion.
- Desire a partner who offers fresh ideas and perspectives.
- Are prepared for expert guidance rather than just operational support.
- Are backed by private equity or venture capital, or led by founders aiming to scale or exit.
- Follow frameworks like EOS, Scaling Up, or similar business strategies.



"I was recently matched with an &Marketing Fractional CMO and was very pleased by the whole experience. In particular they took the time to educate me on the benefits of a Fractional CMO to my business and then helped me narrow down to the right Fractional CMO who has the type of experience my business needs and fits with our team culturally. Most importantly, the Fractional CMO 'hit the ground running' and is already adding more value than I expected as part of our leadership team!"

CEO of a Consumer Product Company



"The report card is good, and (the fCMO) is delivering as promised and working well. We've made lots of progress in a short amount of time. We had no digital marketing plan and in a couple of short months we are running campaigns and our scorecard is improving"

CEO, PE-backed Home Services Company

"Your process (to pair us with a Fractional CMO) was excellent. Communication was clear every step of the way. I am so happy we have someone who can help grow our business and fits with us culturally!"

B2B Tech Leader

WHO ARE OUR fCMOs?

Our elite bench of more than 50 fCMOs is extensively vetted with over 15+ years of experience spanning a multitude of industries and companies at all stages. Each fCMO offers an unmatched level of expertise into a strategic vision tailored to your unique business needs.

WHY CHOOSE &MARKETING?

ACCESS ELITE MARKETING LEADERSHIP

Our fCMOs are not just leaders, they're ready to execute the work. They bring decades of experience in running marketing departments and providing consultative expertise.

DIGITAL-FIRST, TAILORED STRATEGIES

We reject one-size-fits-all solutions. Our digital-first approach ensures your marketing strategies are ahead of the curve and custom-fit to your business needs.

PERSONALIZED SELECTION

Engage with our network of over 50 elite fCMOs through a no-obligation vetting process, ensuring you find the perfect match for your company.

FLEXIBLE INVESTMENT

Benefit from top-tier marketing leadership without the financial strain of a full-time executive hire.

HOW THE PROCESS WORKS

Our fCMOs are adept at quickly integrating into diverse business environments. They're committed to understanding your unique market and operational nuances, ensuring a swift and effective onboarding process. Choosing an fCMO with &Marketing means gaining a strategic partner, not just another service provider. Getting started is simple:



STEP ONE

Schedule a consultation to discuss your vision and challenges.



STEP TWO

Define your needs to tailor the ideal fCMO profile.



STEP THREE

Interview handpicked candidates, ensuring a perfect fit for your business.



ABOUT &MARKETING

&Marketing provides the robust outsourced marketing department growing companies need without the high overhead costs of big agencies or full-time employees. Our variable model empowers businesses to reach their growth goals through access to the guidance and expertise of fractional CMOs, senior level strategists and a flexible execution team.



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