

# &MARKETING

*The Strategic Partner You Need to Stop  
Scattershot Marketing and Start Growing*



## WHO WE ARE

*(Hint: Not Your Typical Agency)*

We specialize in placing fractional Chief Marketing Officers (fCMOs) into companies that need top-tier marketing leadership without the full-time price tag.

## WHAT WE DO

### Fractional CMO Services

- **Strategic Insight:** Our fractional CMOs bring years of industry experience to your leadership team, ensuring your marketing strategy aligns with your business goals.
- **All Expertise, No Extra Baggage:** Get the expertise you need without the full-time commitment, allowing you to stay nimble and focused on growth.

### Marketing Execution Services

- **Beyond Strategy:** Execution isn't an afterthought—it's where the magic happens. Our team is ready to roll up their sleeves and turn strategies into action.
- **Goal Obsessed:** We don't just tick boxes. We're laser-focused on driving results that matter, ensuring every tactic (and dollar) contributes to your growth.



# MODEL MATCH

Industry: SaaS • Target: B2B

Stage: Scaling

Model Match integrated a fractional CMO to implement a campaign for a new target market, generating a 56% increase in e-commerce revenue within the first 60 days of the launch.



*"&Marketing supported us and connected us with several candidates experienced in the SaaS industry. Bringing Katie on board as our fractional CMO was a pivotal decision. She seamlessly integrated with our team and her expertise was crucial in developing a strategy for our new single-user target market. Katie led the launch of a new technology platform, updated our website, and executed a successful digital ad campaign. Her customer research refined our branding, messaging, and pricing, positioning us to achieve our goal of increasing users by year-end. Katie's contributions have been invaluable in helping Model Match stay competitive."*

Kirk Waldfogel  
CEO, Model Match

## WHY CHOOSE &MARKETING

**No Drama. No Fluff. Just Results.**

- **Client-First Approach:** Your success is our success. We treat your business like our own, making decisions with the same care (and occasional tough love) you do.
- **Holistic and Flexible:** Our strategies are comprehensive, and our services are adaptable to meet your unique needs, whether you require short-term support or a long-term partnership.
- **Innovation at the Core:** With a tech-forward, AI-driven approach, we're not just keeping up—we're leading the way.

## OUR IDEAL PARTNERS

- Companies with an annual revenue of \$5M to \$75M or a funded startup that know they need help but don't know where to start.
- PE or VC-backed firms looking to scale or who inherited a mess and need a fresh start.
- Businesses that are ready to grow and see how quickly their industry is changing, but don't have the in-house marketing firepower (or a marketing leader) to make it happen.



**If your current marketing feels like it's burning cash or disappearing into a black hole, we're here to help you out-execute the competition and get the results you've been missing.**

**Visit our website to contact us or book a meeting.**



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