



5 QUESTIONS TO ASK WHEN CONSIDERING FRACTIONAL MARKETING

marketri
B2B Strategic Marketing for the Digital World



5 Questions to Ask When Considering Fractional Marketing



1. Do we understand marketing specialties?

To best use full-time talent, you need clarity in goals, roles and responsibilities, and the tools you need in reaching your target audience. Hiring full-time marketers can be beneficial to traditionally structured companies with seasoned marketing leaders in full control of their marketing departments. That type of structure can create a lot of compensation overhead, but many companies see value in developing their full-time marketing staff as internal subject matter experts. However, a full-time marketing department can make it more difficult to adjust strategy on the fly, given the rigidity of corporate structures.

Fractional marketing gives you more flexibility in applying specialized talent. That can be a real advantage for company leaders who haven't waded into structured marketing outreach, haven't seen results from previous effort, or are unsure about how to match talent against their goals. They can engage senior marketing leaders on a part-time basis, and those leaders can engage and manage outside resources based on the needs of the company at any moment in time.

Mix and Match



Full-Time

This is a good option if you trust your marketing executive(s), have clarity on goals and what you need to do to achieve them, and want to develop internal talent.



Hybrid

We work with lot of companies that leverage fractional marketing leadership and in-house marketing coordinators, who can execute tactics and drive traction on a full-time basis.



Fractional Marketing

This approach suits companies that need marketing leadership and want to reserve budget for structured marketing outreach done by specialized marketing talent.



2. How much time do company leaders have to spend driving marketing effort?

Many company leaders know they need to devote time to marketing, but they simply don't have the time. An important step in considering whether to leverage outside marketing resources should be a realistic assessment of your leadership team. Here are some questions to help your assessment:

- Do you have experience in driving successful marketing efforts?
- How much time are you willing to spend on marketing effort per week, realistically?
- Who should own the marketing function, whether it's in-house or outsourced?
- What type of communication and reporting would we like to see from our marketing function?

It very well might be that you have the ability to drive marketing in-house. But if you're tight on time, you might prefer the efficiency and hands-off nature of fractional marketing.

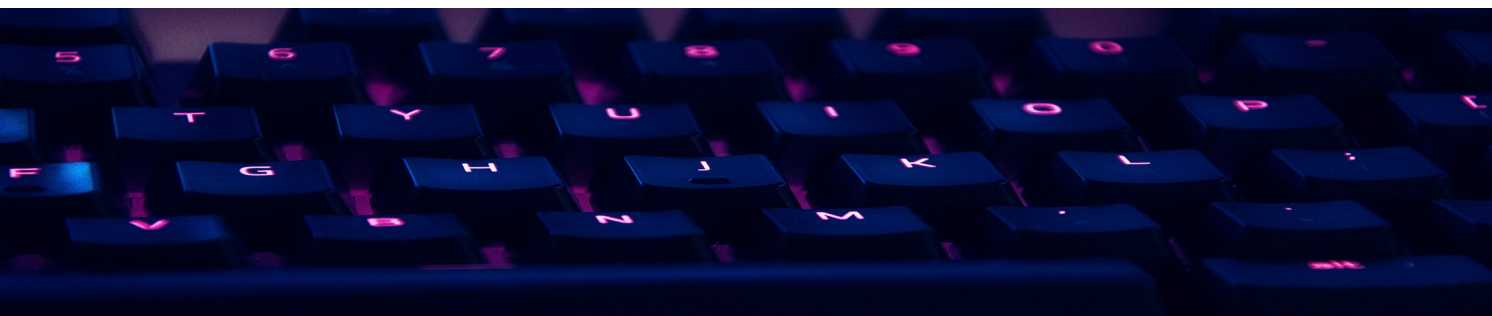


3. Do we know how to leverage marketing technology to drive return on investment?

Modern marketing requires a firm grasp on marketing technologies and measurement. In the last few years, we've seen an exponential increase in marketing technology platforms—and the promises those platforms make in terms of ROI. Broader categories of marketing technology include:

- Content Management Systems
- Measurement Tools
- Website Optimization Platforms
- Analysis Solutions
- Marketing Automation Systems
- Website Hosting
- Email Platforms
- Social Media Management Tool
- And More

Any company's technology setup should be thoughtfully considered, implemented, and managed. Companies with less understanding of marketing technology can benefit from access to consultants who can match technologies to goals and talent.





4. Is our problem marketing leadership, execution, or a combination of the two?

Take time to define what's lacking in your marketing function. If you're not sure how to get started, try doing a structured assessment comparable to the one you (hopefully) did within the leadership team. Knowing your resources, expectations, and gaps can help you determine needs in bringing on additional marketing resources—whether they're internal or outsourced.





5. How much do we want to spend on our overall marketing effort?

Last, but certainly not least, you should define your comfort level in marketing spend. Having a clear, devoted budget will help illuminate how to allot spend against strategy, technologies, talent, and processes within the marketing function. Even if you're unsure about that allocation, an outside marketing consultant or Fractional CMO would be able to help you apply that budget to greatest effect.

Generally speaking, we tell growth-focused companies to budget 5 to 10% of their revenue for marketing. The exact percentage will be dependent on your company's aggressiveness and the maturity of your marketing program. Immature, early-stage marketing efforts generally require more spend, as the focus is on creating things—content, branding, messaging, website pages, and collateral—that can create future leverage. However, once your overall strategic platform is built, you should expect measurable return on the investment.

Want to learn more about fractional marketing and how we work with our clients?

[Click here to read about our Fractional CMO services!](#)

HEADQUARTERS

Philadelphia

1700 Market Street
Suite 1005
Philadelphia, PA 19103
866-303-6999

San Francisco

388 Market Street
Suite 1300
San Francisco, CA 94111
866-303-6999

Dallas

3838 Oak Lawn Avenue
Suite 1000
Dallas, TX 75219
866-303-6999

Chicago

190 South LaSalle Street
Suite 2100
Chicago, IL 60603
866-303-6999