

What is a Fractional CMO and why you need one

The dynamic nature of marketing means marketing needs can change instantly – from strategic counsel to implementation.

A Fractional Chief Marketing Officer (CMO) is a timely solution for businesses that need that high-level marketing thinking or an infusion of fresh ideas to counsel the C-Suite or guide the marketing team. But, not necessarily as a full-time position.

What Does a Fractional CMO Bring to Your Organization?

This executive level service expands your staff just when you need it and within the parameters of your internal resources. Bringing best practices and deep industry knowledge, a CMO helps meet your goals faster and more effectively by:

- **Achieving bottom line results** by developing marketing strategies aligned with business goals
- **Gaining the greatest value of marketing budgets** in an effective and efficient way
- **Aligning business and marketing goals** by tracking industry trends and best practices
- **Ensuring targeted ROI** by measuring established metrics and analytics
- **Seizing emerging opportunities** with strategic counsel

When You Should Consider a Fractional CMO

How do you know if you're ready to bring in a fractional CMO to help boost your marketing strategy?

Your in-house marketing team could use some support.

You're about to launch a new product or service.

You could use outside review of your current marketing strategy to ensure it's on track.

Blending expertise in both marketing and the healthcare industry, Quantum Age brings high level thinking and practical implementation for businesses who want to manage costs while continuing to grow and expand. Hiring our CMOs is one of the most value-driven additions to your marketing budget.