

# Fractional CMO

Gen Xers like this are usually outgoing, responsible and strong-willed. They like to be around other people and actively put themselves into social situations. They generally defer to status and/or authority and live for tomorrow. Their friends consider them loyal and respectful, and appreciate them because they always try to embrace each new adventure. They prefer to be in charge of things and are usually quite good at organizing events and groups of people. They have very clear opinions about right and wrong, and can get annoyed when others make exceptions to established rules.

**Age:** 44  
**Level:** Contract Work  
**Department:** Marketing  
**Job:** CMO  
**Company Type:** Professional Services: Management Consulting  
**Buying For:** Self  
**Role:** Buyer  
**Region:** undefined

**Needs:**

- Be diligent
- Be popular
- Be involved

**Nature:**

- Very hard-charging
- Proactive

**Orientation:**

- People-oriented

**Decision-Making Process:**

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

**Typical Sales Cycle:**

- Longer than average

**Can It Be Shortened?**

- Unlikely

**Are Decisions Final?**

- Yes

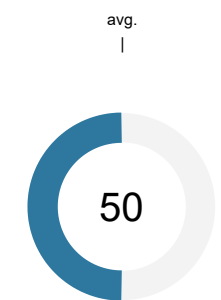
**Sales Dos:**

- Create logical arguments
- Focus on positive
- Appreciate their spontaneity

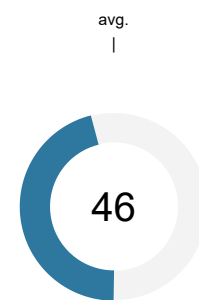
**Sales Don'ts:**

- Attack or challenge assumptions
- React negatively
- Be clingy or needy

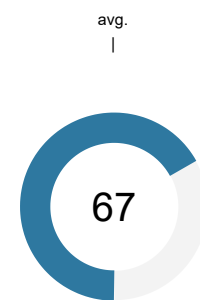
## Personality Traits & Characteristics



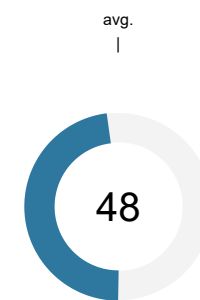
Agreeableness



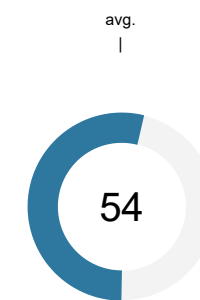
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

## Professional Life





## Employment

### Job:

- CMO

### Job Description:

- The CMO's primary role is to increase brand awareness and market share by identifying target markets and determining the most effective strategies for reaching those audiences. This role often includes overseeing market research, marketing communications, sales management, product development, and distribution channel management, as well as guiding the overall corporate messaging and branding strategy. The CMO typically reports directly to the Chief Executive Officer and works closely with other top executives to align marketing strategies with the company's goals and objectives.

### Employment By Industry:

- Self-Employed, Multi-industry or Unclassified (20.94%)
- Professional, scientific, and technical services (12.58%)
- Government (9%)
- Finance and insurance (6.18%)
- Educational services; state, local, and private (5.93%)
- Healthcare and social assistance (5.65%)
- Manufacturing (5%)
- Agriculture, forestry, fishing and hunting (4.97%)
- Management of companies and enterprises (4.75%)
- Wholesale trade (4.15%)
- Other services (except public administration) (3.75%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (3.33%)
- Administrative and support and waste management and remediation services (3%)
- Construction (2.68%)
- Retail trade (2.08%)
- Real estate and rental and leasing (1.72%)
- Transportation and warehousing (1.43%)
- Arts, entertainment, and recreation (1.15%)
- Accommodation and food services (0.86%)
- Utilities (0.33%)
- Mining, quarrying, and oil and gas extraction (0.29%)



### Sector:

- Management Occupations

### Category:

- Chief Executives

### Typical Education Level:

- Bachelor's degree

### Category Size:

- 280000 (US)

### 10-yr Growth Rate:

- -8.2%





### Pain Points & Priorities

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**Pain Points:**

- **Marketing Strategy:**Developing and executing effective marketing strategies.
- **Customer Acquisition:**Attracting and retaining customers in a competitive market.
- **Data and Analytics:**Leveraging data for informed marketing decisions.
- **Budget Constraints:**Operating within marketing budgets while achieving goals.
- **Brand Management:**Maintaining and enhancing the organization's brand reputation.
- **Digital Transformation:**Adapting to digital marketing trends and platforms.
- **Marketing ROI:**Demonstrating the effectiveness of marketing campaigns and initiatives.



**Priorities:**

- **Marketing Strategy**
- **Brand Management**
- **Customer Acquisition**
- **Market Research**
- **Digital Marketing**

**Professional Focus:**

- Accountability for own work

**Wants To:**

- Get it done

**Always:**

- Gets job done





## Tools & Technologies

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### Tools & Technologies Used (By Category):

- Desktop Computers, Notebook Computers, Personal Computers, Personal Digital Assistant Pdas Or Organizers, Scanners, Tablet Computers





## Software Used

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### Software Used (By Category):

- Business Intelligence And Data Analysis Software, Document Management Software, Video Creation And Editing Software, Development Environment Software, Web Page Creation And Editing Software, Graphics Or Photo Imaging Software, Desktop Publishing Software, Data Base Reporting Software, Enterprise Resource Planning Erp Software, Analytical Or Scientific Software, Customer Relationship Management Crm Software, Data Base User Interface And Query Software, Project Management Software, Sales And Marketing Software, Electronic Mail Software, Web Platform Development Software, Spreadsheet Software, Office Suite Software, Presentation Software, Operating System Software, Word Processing Software, Internet Browser Software





## Trends

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**Occupational Trends:**

- Digital Marketing and E-Commerce: CMOs are focusing on digital marketing strategies, e-commerce platforms, and online customer engagement as consumer behavior continues to shift towards digital channels.
- Personalization and Customer Experience: CMOs are enhancing customer experiences through personalized marketing campaigns, data-driven insights, and the use of AI to tailor products and services to individual preferences.
- Content Marketing and Storytelling: CMOs are emphasizing content marketing and brand storytelling to connect with consumers on a deeper level, build brand loyalty, and differentiate their organizations in crowded markets.





## Key Performance Indicators

### Company Type:

- Professional Services: Management Consulting

### Company Size:

- Small

### Sector:

- Management Occupations

### Description:

- Management consulting involves providing advisory services to organizations to improve their performance and solve business challenges.

### Revenue and Profitability:

- **Total Revenue:** Measuring the overall revenue generated by the management consulting firm.
- **Profit Margin:** Calculating the profitability of consulting services provided.

### Client Satisfaction:

- **Client Feedback and Ratings:** Gathering feedback from clients to assess their satisfaction with consulting services.
- **Net Promoter Score (NPS):** Assessing the likelihood of clients to recommend the consulting firm.

### Billing Efficiency:

- **Billable Hours Percentage:** Measuring the percentage of working hours that are billable.
- **Billing Accuracy:** Assessing the accuracy of billing for consulting services.

### Project Profitability:

- **Project Margin:** Calculating the profitability of individual consulting projects.
- **Project Budget Adherence:** Monitoring adherence to project budgets and profitability targets.



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### Client Retention and Acquisition:

- **Client Retention Rate:**Monitoring the percentage of retained clients.
- **New Client Acquisition Rate:**Assessing the growth in new client acquisitions.

### Resource Allocation and Management:

- **Resource Allocation Efficiency:**Measuring the efficient use of consulting staff and resources.
- **Resource Forecast Accuracy:**Assessing the accuracy of resource allocation forecasts.

### Employee Productivity and Satisfaction:

- **Consultant Productivity Metrics:**Measuring the efficiency of consultants in delivering services.
- **Employee Satisfaction:**Gathering feedback from consulting professionals about job satisfaction.

### Marketing and Business Development:

- **Marketing ROI:**Measuring the return on investment for marketing and business development efforts.
- **Lead Conversion Rate:**Tracking the success of converting leads into clients.





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### Project Portfolio Diversification:

- **Service or Industry Portfolio Diversification:** Measuring the diversity of consulting services and industries served.
- **High-Value Projects Percentage:** Assessing the percentage of high-value consulting projects.

### Legal and Compliance:

- **Compliance with Industry Regulations:** Ensuring adherence to industry-specific consulting regulations and standards.
- **Legal Disputes and Claims:** Monitoring and managing legal disputes and claims.

### Financial Performance:

- **Revenue Growth:** Assessing the consulting firm's revenue growth over time.
- **Operating Expense Ratio:** Measuring operating expenses as a percentage of revenue.

### Client Communication and Relationship Management:

- **Response Time to Client Inquiries:** Measuring how quickly client inquiries are addressed.
- **Client Communication Satisfaction:** Assessing the quality of communication with clients.



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### Project Timeliness:

- **Project Completion Time:**Tracking the time it takes to complete consulting projects.
- **On-Time Project Delivery:**Assessing the percentage of projects delivered on or before the deadline.

### Technology and Tools Adoption:

- **Adoption of Consulting Tools and Software:**Measuring the use of advanced tools and software for consulting.
- **Integration of Project Management Software:**Ensuring efficient project management and client communication.

### Risk Management:

- **Risk Mitigation Efforts:**Tracking efforts to mitigate risks in consulting projects.
- **Risk Management Efficiency:**Assessing the effectiveness of risk management processes.

### Knowledge Sharing and Training:

- **Knowledge Sharing Programs:**Monitoring efforts to share industry knowledge within the organization.
- **Consultant Training and Skill Development:**Assessing the development of consultant skills.





## Prospecting

### In:

- Specific, shared interest, group affiliation or high-value mutual connection

### Angle:

- Appeal to need for achievement/desire for higher status
- Be thoughtful
- undefined

### First Contact:

- Call/DM

### Be Prepared To Provide:

- As much information as possible

### How Quickly Should You Respond To Replies?

- Respond immediately

### Use Emojis In Messages?

- No

### Grammar & Punctuation:

- Proper grammar, punctuation



### Industry:

- Management Consulting

### Relevant NAICS Codes:

- Administrative Management and General Management Consulting Services (541611)

### Interact On Social?



Follow



Like



Comment



Comment





## Messaging

### Voice:

- Authority

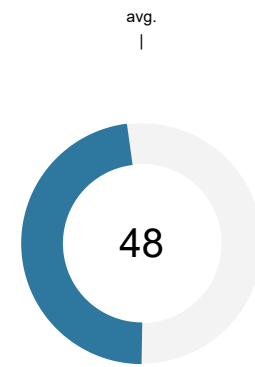
### Tone:

- Social

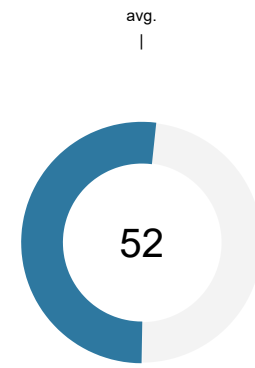
### Messaging Subtext:

- Show them there is a clear process

### Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

### Stress:

1. Safe & Effective
2. Innovative
3. Trending

### Highlight:

- Overall Utility

### Quote/Reference:

- Experts

### Be Prepared To Provide:

- As much information as possible

### Use FOMO?

- FOMO

### Key Product/Service Question Content Should

#### Answer:

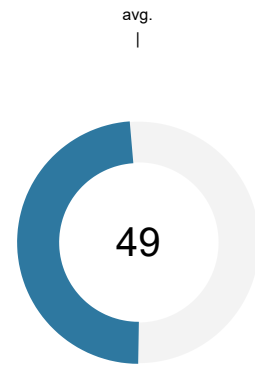
- Does it do what it says it does?





## Content Creation

### Keyword Usage:



Less Specific To More Specific

### Subject Line Hierarchy:

#### 1. Name-check voices of authority:

ex: The sales lesson I learned from being on Shark Tank

*template: The [INDUSTRY-SPECIFIC] lesson I learned from [A TYPE OF PERSONAL ACTION] in [POPULAR ACTIVITY]*

ex: Why Hubspot superstars always target the right kind of prospects

*template: The [LESSON] [VOICE OF AUTHORITY] knows about [SPECIFIC GOAL]*

#### 2. Overall popularity:

ex: The #1 way to close more customers, faster

*template: The #1 way to [INDUSTRY-SPECIFIC NEED], [BETTER, FASTER, CHEAPER, ETC.]*

ex: The reason high-performers always close the sale

*template: The reason [GROUP] achieves [GOAL]*

#### 3. Data/technical:

ex: Why personality-based sales is 46% more effective

*template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]*

ex: Get results 8x faster

*template: Achieve [GOAL] [VERIFIABLE CLAIM]*

### Themes To Consider:

- Power
- Success
- Ambition
- Being recognized for innovative achievements
- Self-empowerment

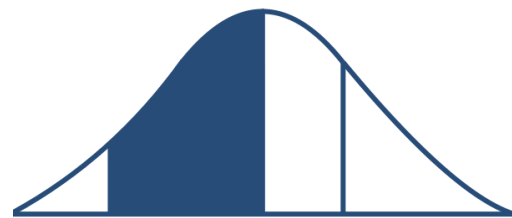











### Conversions

#### Adoption Curve Entry Point:

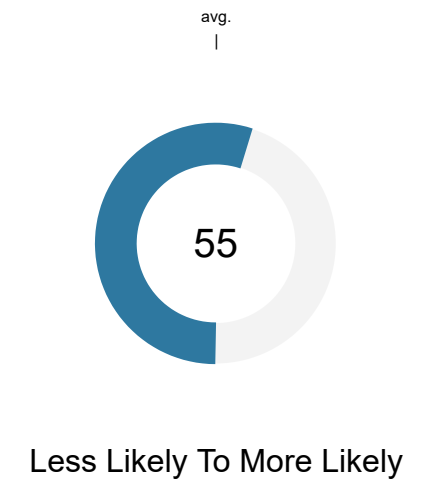
- Early-adopter, if value proven; otherwise early-majority



#### Nurturing Sequence:

-   
 Share category-related quizzes to get likes, shares and comments
-   
 Share and comment on posts from thought-leaders that mention competitors
-   
 Post opt-in offers that can be used to highlight various features and functionality
-   
 Share an open-ended invitation to subscribe to a newsletter
-   
 Share newsletters that present both pros and cons, and feature experts
-   
 Send a personal invitation to a lunch 'n' learn that provides lots of information
-   
 Share whitepapers that focus on the rational impacts of product/service use

#### Need To Consider Options:





## Awareness

### Owner

- Mkt.

### KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

### Buyer Journey

- Problem Identification

### Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- Cold Outreach
- Lunch 'n' Learns
- News
- Newsletters
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Videos (Informational)





## Interest

### Owner

- Mkt.
- Sales

### KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

### Buyer Journey

- Solution Exploration

### Suggested Content

- Assessments
- Blog Posts
- Category/Value Prop How To's...
- Events With Informational Themes
- FAQs
- Head-To-Head Product Comparisons
- Landing Pages
- Lunch 'n' Learns
- Newsletters
- Paid Search
- ROI Assessments
- SEO
- Social Media
- Videos (Informational)







## Evaluation

### Owner

- Sales
- Mkt.

### KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Demos (Virtual or IRL)

### Buyer Journey

- Requirement Building

### Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Informational Themes
- FAQs
- Landing Pages
- Lunch 'n' Learns
- Newsletters
- ROI Assessments
- Videos (Informational)





## Consideration

### Owner

- Sales
- Finance

### KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

### Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

### Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Networking Events
- Newsletters
- Presentations
- Pricing Pages
- Product Pages
- Tips
- Hacks & Insider Perspectives
- Videos (Informational)
- eBooks





## Conversion

### Owner

- Sales
- Finance
- Operations
- Customer Success

### KPIs

- Purchase Orders
- Invoices
- Sales

### Buyer Journey

- Purchase; Delivery

### Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Newsletters
- Tips
- Hacks & Insider Perspectives





## Retention

### Owner

- CS
- Mkt.
- Sales

### KPIs

- Usage (Volume, Frequency)
- Churn
- Upsells
- Page Views (How Tos, Learning Center, etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

### Buyer Journey

- Post-Sales Support

### Suggested Content

- Announcements
- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Performance Reports
- Rewards Programs
- Satisfaction Surveys
- Social Media
- Support Articles
- Updates





## Demos & Events

### Demo Tone:

- Objective

### Focus On:

- Overall Utility

### Expect Them To Be A Listener Or A Talker?

- Talker

### Guide? Or Self-Guide?

- Self-guide

### For Virtual Demos:

- Provide specific log in time

### Rundown:

**1**  
Start with specific goals and objectives

**2**  
Be concise

**3**  
Highlight key features

**4**  
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.

**5**  
Ask them what they think

### Suggested Event Type:

- Social

### Why This Person Might Attend:

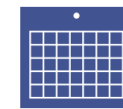
- Transactional/elevate or maintain status

### Event Size:

- Any

### RSVP:

- Ask them to opt out by a specific date



### Suggested Events & Activities:

- Lunch 'n' Learns
- Complimentary Assessments
- Industry Seminars & Masterclasses
- Webinars
- Demos & Sampling
- Bootcamps
- Classes & Certifications

