

Grow.

6

GROW Powerful's Stellar Start Plan

6 simple steps to getting you the **results you want from your iCMO**

unlock **GROWTH**

Instruction manual for **Fractional CMO** success.

So, we've decided to work together - that's awesome! Let's look at what we've learned about best practices in engaging with amazing people like you.

Working with an iCMO (or any Fractional CMO) is different than working with consultants or agencies. These other types of organizations provide specific solutions or solve specific problems. An iCMOs success comes from **working within**. We dive deep, we work together, we are **excited to get our 'fingernails in the dirt'** and get things done.

As such, we're excited to share with you the **6 steps to getting the most out of your iCMO**.

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1

Access

“Help me help you”

Tools & Team Time.

It starts with helping your new Fractional CMO work from within the company. While it is a part time engagement (vs full-time employment), thinking of them as a member of your team is critical.

Getting access to the company tools is the best way to start with success.

- Email
- Slack
- CRM
- Reporting / RevOps / Data Analysis
- CEO, COO, CRO, Chief Sales Officer, Chief Strategy Officer, CPO
- “Core Team” of internal stakeholders identified by client (SMEs)
- Customers/Prospects
- Recordings of client interactions
- Existing marketing team

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2

Assessment

“What do we have to work with here?”

Assess.

Knowing is half the battle. In this case, knowing as much as possible about your business, opportunities, weaknesses, wins, losses, etc. will help us all get ramped up quickly. Think of your new Fractional CMO as your **growth consigliere** - someone who you're ok to show the good stuff and the bad stuff to in order to gain an understanding more quickly.

- Low hanging fruit - what's been needed and bothersome for a while.
- Plan/strategy
- Budget
- Benchmarks (against industry standards)
- Foundation
- Systems (stack)
- Team (competencies, gaps, functional/dysfunctional culture)
- Agencies/Consultants
- ICP & Personas
- Positioning/messaging
- Sales/Marketing alignment (rev ops)
- Measurements

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3

Alignment

"We know how to work together"

Same Page Matters.

The greatest success comes when there's good alignment between not just the Fractional CMO and the CEO, but also across all organizations. These are some key areas where getting on the same page will set the iCMO up for success and get more wins.

- Strategic vs. Tactical
- Company Goals/Financial Goals
- Who sets the priorities?
- Decision/operating model or practice
- Level of interaction and approval expected
- Frequency and distribution of reporting out activities/programs/plan

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4

Attack Plan

“Here’s what our Marketing Attack Plan looks like”

Plan the work before you work the plan.

This is where the rubber meets the road. The Marketing Attack Plan is a proprietary system our iCMOs use to plan, execute and report out results. It has a rolling 90-day plan as well as a 2-week sprint model in place.

- Centralized document that outlines:
 - High-level longer-term plan
 - Rolling 90-day plan that details goals, tactics, how to measure results and who has ownership of each initiatives
 - Project management centralized around a 2-week sprint model
 - Results from previous period's work

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Agreements

“We agree what our program looks like, who’s responsible and what needs to be achieved”

Agreements across all groups.

Once the Marketing Attack Plan is in place, the iCMO will work across all groups to communicate the plan, why and how it will work. The iCMO will also work to get feedback on the plan and adjust as needed.

- Review objectives for engagement
- SOW for engagement
- Collaborative vs. Being the Expert
- Cadence of communication and interaction across executive team
- Board-level engagements and reporting

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Achievements

“This is what success looks like, the plan and what we’ve achieved”

Grandma has a brag book too.

Demonstrating achievements shows that the plan is working, is a great communication tool/motivator for the company employees and makes sure we're checking items off our accomplishments list.

- Scorecard (benchmarks for high-performance vs. actual)
- Measurable goals for engagement
- Progress vs plan
- Strategic vs. Tactical
- Visual graphics (people like pictures/graphics)
- Status reports (sounds dry but there's never been a client complaint about it)

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Working with GROW

- Proven and battle-tested **B2B CMOs**
- Flexible working relationship: **No long-term contracts**
- Increase & decrease engagement as needed, **on demand**
- Extended member of the team **without the hassle of hiring**
- **Rolling 90-day plans, delivered in two-week sprints**
- Strategic and tactical operations
- Experienced stable of marketing resources
- The power of the **collective**

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POWERFUL MARKETING

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