

A FRACTIONAL MARKETING DIRECTOR

Typically:



1. BUILDS A REVENUE-ALIGNED MARKETING STRATEGY

Clear positioning. Defined ICP.
A plan built to drive growth.



2. SETS COMMERCIAL KPIs AND DASHBOARDS

Defines the right metrics.
Delivers real-time visibility.



3. MANAGES INTERNAL TEAMS, INTERNS, AGENCIES, AND FREELANCERS

Builds capability. Sets direction.
Ensures accountability.



4. OVERSEES SEO, PPC, CRO, CRM, AND ANALYTICS

Integrates channels and tech.
Optimises for performance.



5. ALIGNS MARKETING AND SALES SYSTEMS

Better lead flow. Better follow-up.
More pipeline. More revenue.



6. REPORTS TO FOUNDERS, MDs, BOARDS, AND INVESTORS

Clear reporting. Commercial insight.
Confident decisions.



**IN SHORT: THEY TAKE RESPONSIBILITY
FOR RESULTS — NOT JUST ACTIVITY.**



COMMERCIAL
FOCUS



DATA-DRIVEN
DECISIONS



STRONG
LEADERSHIP



MEASURABLE
IMPACT

FIRST 30 DAYS AUDIT & STRATEGY

A deep audit. Clear insights.
A roadmap to growth.



01 FULL DIGITAL AUDIT
(SEO, PPC, CRO, TRACKING, CRM)
We audit every channel, tool and touchpoint to uncover what's working, what's not, and what's missing.



02 COMPETITOR TRAFFIC AND KEYWORD BENCHMARKING
Understand how you compare, where your competitors get traffic, and the keyword opportunities you're missing.



03 FUNNEL DIAGNOSTICS & LEAKAGE ANALYSIS
We map your customer journey, identify drop-off points and quantify revenue leakage across the funnel.



04 KPI FRAMEWORK AND REPORTING STACK DEFINED
We define the right KPIs, build your reporting stack and create live dashboards that show what matters.



05 90-DAY BOARD-APPROVED GROWTH PLAN BUILT
A prioritised, costed plan with quick wins and strategic initiatives designed to drive measurable commercial impact.

MARKETING PERFORMANCE OVERVIEW

SESSIONS
47,812
▲ 22%

CONVERSIONS
1,890
▲ 31%

REVENUE
£248K
▲ 28%

TOP CHANNELS



CONVERSIONS OVER TIME



COMMS
EDGE

90-DAY GROWTH PLAN

- STRATEGY
- PRIORITIES
- QUICK WINS
- GROWTH INITIATIVES

THE OUTCOME



Clarity on performance.
Confidence in direction.
A plan the board will back.



FROM **INSIGHT TO IMPACT** IN 30 DAYS.

Strategy first. Execution ready. Results focused.



DAYS 31-60 – EXECUTION & OPTIMISATION



FOCUS:
Fix. Optimise.
Execute.
Accelerate growth.

Turn strategy into momentum.
Optimise what matters. Scale what works.



1. LANDING PAGE CONVERSION FIXES

- ✓ Improve message clarity and offer alignment
- ✓ Strengthen CTAs and reduce friction



2. PAGE SPEED, UX & TRACKING CORRECTIONS

- ✓ Improve load speed and Core Web Vitals
- ✓ Fix UX issues and mobile experience
- ✓ Ensure tracking accuracy and data integrity



3. KEYWORD EXECUTION FRAMEWORK DEPLOYED

- ✓ Prioritised keyword map in action
- ✓ Content mapped to intent and buyer journey
- ✓ On-page optimisation rolled out



4. PAID ADS OPTIMISATION

- ✓ Refine targeting and audience signals
- ✓ Improve ad copy, creatives and LPs
- ✓ Reduce CPA and increase ROAS
- ✓ Scale high-performing campaigns



5. CONTENT AND AUTHORITY STRATEGY LAUNCHED

- ✓ Publish high-value, intent-led content
- ✓ Build topical authority and backlinks
- ✓ Strengthen E-E-A-T and brand trust



60 DAYS IN – MORE TRAFFIC. MORE CONVERSIONS. MORE REVENUE.



Better Experience
Higher Conversions



Lower CPA
Higher ROAS



Stronger Content
& Authority



Clear Performance
Visibility



Sustainable
Growth

DAYS 61-90

SCALE & REVENUE ACCELERATION

From momentum to measurable growth. We scale what works and drive commercial impact.



01 SALES FUNNEL VELOCITY OPTIMISATION

We remove friction, improve conversion rates and accelerate deals through every stage of the funnel.



02 CAC PAYBACK TRACKING ESTABLISHED

We implement clear tracking of CAC, LTV and payback periods to ensure sustainable, profitable growth.



03 PIPELINE FORECASTING DASHBOARDS LIVE

Real-time visibility of pipeline, revenue forecasts and deal velocity to enable confident decisions.



04 DEMAND GENERATION SCALED

We scale high-performing channels and campaigns to drive more qualified demand and predictable growth.



05 ROI ACCOUNTABILITY EMBEDDED AT BOARD LEVEL

Marketing performance is tied to revenue outcomes with clear reporting and accountability at the highest level.

THE RESULT



- More revenue.
- Lower CAC.
- Stronger pipeline.
- Better margins.
- Board-level confidence.
- Sustainable growth.



FOCUS. EXECUTE. SCALE.
REVENUE IS THE OUTCOME.

90 days to accelerated growth and measurable commercial impact.

