

Why SMEs Need a Fractional CMO

(Clarity • Transparency • Measurable Growth)

1. 30–40 % Cheaper Than a Traditional Agency

- Agencies build margin on overhead — project managers, account execs, and layered admin.
 - A Fractional CMO model removes the “middle management tax.”
 - You pay only for senior expertise and targeted execution.
 - Budgets flow directly into performance channels, not bloated retainers.
 - Typical savings: **£3 000–£6 000 per month** vs full-service retainers.
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2. 10× Faster Planning & Decision Making

- No waiting weeks for campaign decks or signoffs.
 - The Fractional CMO builds **90-day roadmaps** in days, not months.
 - AI-driven research and intern support compress planning cycles dramatically.
 - Re-allocation of spend or creative changes happen within 24–48 hours.
 - SMEs gain the **agility of a start-up with the strategy of a C-suite**.
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3. 15× More Execution Output

- The CMO leads strategy; AI-powered interns handle research, publishing, and reporting.
 - This hybrid model creates **scalable execution bandwidth** without full-time headcount.
 - Daily tasks like keyword tracking, blog drafting, ad optimisation, and dashboard updates run automatically.
 - Output multiplies — more campaigns launched, more data analysed, more learnings captured.
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4. Better Value for Money & True Accountability

- Every pound spent is tracked through **dashboards, CAC/LTV metrics, and pipeline growth.**
 - Reports are transparent, jargon-free, and board-ready.
 - You see where every lead, click, and conversion comes from — and what it costs.
 - The focus shifts from *activity* to *outcome*: measurable ROI, not vanity metrics.
 - It's marketing leadership you control, not an agency you chase.
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5. Aligned with Your Business — Not Their Retainer

- The Fractional CMO reports directly to your leadership team, not a profit target.
 - Strategy, spend, and success criteria are set by your board, not by agency targets.
 - The relationship is transparent, flexible, and performance-based — not locked into a 12-month retainer.
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Outcome

SMEs gain senior-level strategic control, lower cost, higher output, and measurable growth all delivered with **clarity, transparency, and accountability.**

