

A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are made of light-colored wood with a visible grain. The hand is positioned at the top left, with the thumb and index finger holding the block. The stack of blocks is on a light-colored wooden surface. The background is a plain, light-colored wall.

MARKETING VALUE

What does a Fractional CMO Cost?

Simon Hunt

Fractional CMO Cost (UK): What You'll Pay & What You'll Get

If you're considering a **Fractional CMO**, you're probably already feeling the pain of inconsistent marketing results, unclear ROI, or agencies that talk in impressions but can't connect marketing to pipeline.

But what does it actually cost to hire a **Fractional CMO in the UK** — and what do you get in return?

The short answer: **between £600 and £1,500 per day**, depending on experience, scope, and cadence.

The better answer: what you pay should directly reflect the commercial impact they help you deliver.

At **Communications Edge**, we believe in total transparency. No retainers without results. No “fluffy” marketing. Just strategy, data, and accountability that drive measurable growth.


That's why we publish our rates, frameworks, and ROI benchmarks — so you can see exactly what value a Fractional CMO brings to your business.

Typical Scope

A **Fractional CMO** can work across three main engagement models:

Pricing Models — Day Rate, Retainer, and Outcome-Based

Fractional CMO Cost (UK) – Transparent Pricing, Day Rates & Retainers		
Engagement Type	Typical Scope	Estimated Monthly Cost (£)
Advisory (2-4 days/month)	Strategic oversight, performance reviews, and marketing governance	£2,000–£3,500
Growth (6–8 days/month)	Ongoing leadership, campaign direction, and intern support	£4,000–£6,000
Scale (10–12 days/month)	Full strategic leadership, intern automation, and board-level reporting	£6,000–£9,000
Full-Time CMO (Benchmark)	5 days/week, permanent salary equivalent	£12,000–£18,000



Try the Calculator: Use our interactive **Fractional CMO Pricing Calculator** (or image version) to see your estimated investment range based on company size, number of channels, and reporting cadence.

Each model is designed to fit a different growth stage — from early-stage (£500k–£2m turnover) through to scaling SaaS or services businesses (£2m–£10m+).

What Drives the Cost of a Fractional CMO



Several variables determine how much you'll pay:

1. Scope of Work

A true Fractional CMO doesn't just "advise" — they architect your growth engine.

They define your strategy, KPIs, and dashboards, then lead your marketing function as if it were their own.

The more ownership and commercial accountability they assume, the higher the cost — and the greater the ROI.

2. Cadence (Days per Month)

Most engagements range from **2 to 12 days per month**, depending on the speed and complexity of your marketing operations.

Some early-stage firms start with a few advisory days; scaling firms often move to retainer-based leadership.

3. Sector & Complexity

SaaS and tech-scale environments often demand more intensive metric tracking and reporting than services-based businesses.

Expect the upper end of the range if your business requires complex marketing tech stacks, HubSpot integrations, or sales alignment.

4. Deliverables

The level of **hands-on involvement** — from strategy creation to overseeing execution and reporting — directly impacts cost.

At Communications Edge, deliverables are always outcome-linked: growth metrics, cost-per-lead reduction, CAC/LTV improvements, and sales velocity acceleration.

Every Fractional CMO engagement is structured around measurable outcomes.

Packages & Deliverables



Here's what's typically included at each level:

Advisory Package

- Strategy workshops and KPI definition
- Marketing audit and performance review
- Board-level reporting templates
- Dashboard setup and analytics calibration
- 1–2 days/month support

Best for: Founders and SMEs validating early marketing performance before hiring in-house.

Growth Package

- Team mentoring and intern management
- Ongoing marketing strategy leadership
- Campaign planning and performance review
- Funnel analysis (SEO, PPC, Content, CRO)
- CRM & reporting system integration
- 6–8 days/month involvement

Best for: Scale-ups needing strategic continuity and campaign optimisation without a full-time cost.

Scale Package

- Full fractional CMO leadership
- Marketing planning, forecasting, and governance
- Monthly board reports & growth dashboards
- Recruitment and onboarding support
- KPI ownership: traffic, leads, pipeline, ROI
- 10–12 days/month

Best for: Series A/B-funded or mature SMEs with data-driven growth plans and board accountability.

ROI & Benchmarks

ROI & BENCHMARKS		
Metric	Typical Baseline	Post-Fractional CMO (6-12 months)
Marketing ROI tracking	Non-existent or vanity metrics	Fully integrated dashboard across spend, CRM, pipeline
Lead-to-sale conversion	2-4%	6-10%
Cost per lead (CPL)	£250-£400	£100-£200
Marketing qualified leads (MQLs)	20-30/month	60-120/month
CAC payback period	10-12 months	4-6 months
Board reporting	Manual spreadsheets	Automated dashboards with KPIs

Fractional CMOs deliver value by aligning marketing to commercial outcomes. Here’s what clients typically achieve after implementing data-driven marketing frameworks:

At Communications Edge, we use these same benchmarks internally and across client projects to ensure consistency, transparency, and accountability.

Sample Statement of Work (SOW)

To make it tangible, here's a simplified version of a **Fractional CMO SOW**:

Sample Statement of Work (SOW)	
Research & Audit	<ul style="list-style-type: none"> • Assessment of current marketing mix • Customer & competitor analysis
Strategy Development	<ul style="list-style-type: none"> • Create go-to-market plan • Channel & messaging strategy
Implementation	<ul style="list-style-type: none"> • Campaign execution & management • Drive specialist & intern team
Measurement & Reporting	<ul style="list-style-type: none"> • Optimize based on performance • Automated dashboards with KPIs

Month 1 – Discovery & Setup

- Audit existing marketing, CRM, and data tracking
- Define commercial objectives & KPIs
- Build dashboard and reporting framework

Month 2–3 – Acceleration

- Implement performance campaigns
- Align paid, organic, and conversion strategies
- Begin monthly performance reporting to leadership

Month 4+ – Scale & Continuous Optimisation

- Establish rhythm for reporting, governance, and growth metrics
- Mentor internal teams and marketing interns
- Drive measurable performance improvement each quarter

FAQs

How much does a Fractional CMO cost in the UK?

Between **£600–£1,500/day**, depending on experience, cadence, and outcomes. Retainers typically range from **£3,000–£12,000/month**.

What's the ROI compared to an agency?

Fractional CMOs reduce agency dependency, align budgets to commercial KPIs, and typically deliver **2–5x ROI** through accountability and data integration.

Do you work with startups and scale-ups?

Yes — we specialise in growth-stage companies (Seed to Series B) where marketing maturity and measurement frameworks can transform performance.

Can we integrate interns or specialists under your leadership?

Absolutely. Our hybrid model combines **Fractional CMO strategy** with **intern execution**, giving SMEs enterprise-level output at a fraction of the cost.

How long before we see results?

Most clients see measurable ROI improvement within **90–120 days**, with full marketing alignment achieved within **6–12 months**.

Fractional CMO Cost

Discover the true cost of hiring a Fractional CMO in the UK and the measurable impact they can bring to your business. Ranging from £600 to £1,500 per day, these strategic leaders provide tailored marketing solutions that drive growth, accountability, and clear ROI—without the fluff. With transparent pricing models and outcome-based deliverables, unlock your marketing potential and transform inconsistent results into sustainable success.

