

What a Fractional CMO Delivers: Daily, Weekly, and Monthly

Clarity. Transparency. Measurable Growth.

The Fractional CMO model is built for SMEs that need structure, speed, and measurable marketing leadership — without the cost of a full-time hire or the opacity of a traditional agency.

At **Communications Edge**, your Fractional CMO operates as a **board-level partner**, ensuring every day, week, and month delivers clear progress toward your growth targets.

Daily: Execution Oversight & Data Visibility

Fractional CMOs don't "manage by report" — they manage in real time. Daily activities focus on keeping marketing execution aligned, data accurate, and teams moving.

Typical Daily Deliverables:

- Review performance dashboards (traffic, campaigns, CAC, pipeline velocity)
- Prioritise team and intern tasks aligned to key metrics
- Approve content, ad, or campaign assets before publication
- Check analytics data and flag anomalies or tracking issues
- Respond to leadership or sales queries on active campaigns
- Review AI or automation performance (e.g., reporting bots, workflows)
- Keep "momentum metrics" visible — what's moving the needle today

Goal:

Maintain focus, consistency, and confidence in execution.



Weekly: Performance, Planning & Optimisation

Weekly is where strategy meets accountability.

Your CMO connects insights from data with actions for improvement — ensuring everyone understands *why* performance changed, not just *what* changed.

Typical Weekly Deliverables:

- Run marketing performance meetings with leadership or teams
- Review pipeline and lead quality with sales (align MQL ↔ SQL)
- Update paid campaign results, SEO rankings, and funnel performance
- Adjust spend, messaging, or creative based on performance
- Lead internal “learning loops” — test, measure, refine
- Ensure interns and automation workflows deliver on schedule
- Refresh dashboards and summaries for leadership review

Goal:

Turn data into decisions. Every week, marketing should get smarter.

Monthly: Strategy, Reporting & Board Alignment

Monthly reviews tie tactical work back to business outcomes.

The Fractional CMO ensures marketing activity supports board-level KPIs and future-proofed strategy.

Typical Monthly Deliverables:

- Deliver full marketing performance report (Looker Studio or Databox)
- Present board-ready KPI summaries — ROI, CAC, LTV, lead-to-sale conversion
- Conduct marketing and sales alignment review
- Identify budget reallocation opportunities based on results
- Plan 30–90-day roadmap for campaigns, content, and channel mix
- Audit data quality and measurement accuracy (GA4, CRM, ad platforms)
- Deliver a “lessons learned” summary and optimisation roadmap

Goal:

Ensure marketing is accountable, predictable, and commercially aligned.



How This Adds Up to Growth

Frequency	Focus	Outcome
Daily	Visibility & control	Data accuracy, smooth execution
Weekly	Insight & optimisation	Improved ROI and conversion
Monthly	Strategy & accountability	Board confidence and clarity

The result?

Marketing stops being a cost.

Every decision is backed by evidence.

The business gains **momentum, alignment, and measurable growth.**

