



FRACTIONAL CMO SERVICES

MARKETING
SUCCESS
FRAMEWORK



MARKETING SUCCESS FRAMEWORK: STRUCTURED CMO EXECUTION

01

Assess

Initial Assessment &
Onboarding

02

Plan

Strategic
Planning

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Position

Brand Positioning
& Messaging

04

Execute

Campaign Development
& Execution

05

Generate

Digital Marketing &
Lead Generation

06

Optimize

Performance Tracking
& Optimization

07

Lead

Team Leadership
& Development

08

Innovate

Continuous
Improvement &
Innovation



PHASE 1: ASSESS

Initial Assessment and Onboarding



OBJECTIVE

Understand the client's business, goals, and current marketing landscape.



DELIVERABLES

- Initial consultation & discovery meetings
- Comprehensive Marketing Audit
- RWMC Analysis (Right, Wrong, Missing, Confusing)
- Onboarding documents outlining roles, expectations, and communication protocols





PHASE 2: PLAN

Strategic Planning

Objective

Develop a detailed marketing strategy aligned with business objectives.

Deliverables

- Marketing strategy document
- Marketing plan with timeline & milestones
- Budgeting allocation plan
- Key performance indicators (KPIs) definition

PHASE 3: POSITION

Brand Positioning & Messaging

Objective

Establish a strong brand presence and clear messaging.

Deliverables

- Brand positioning statement
- Brand guidelines and messaging framework
- Content strategy and editorial calendar

PHASE 4: EXECUTE

Campaign Development & Execution

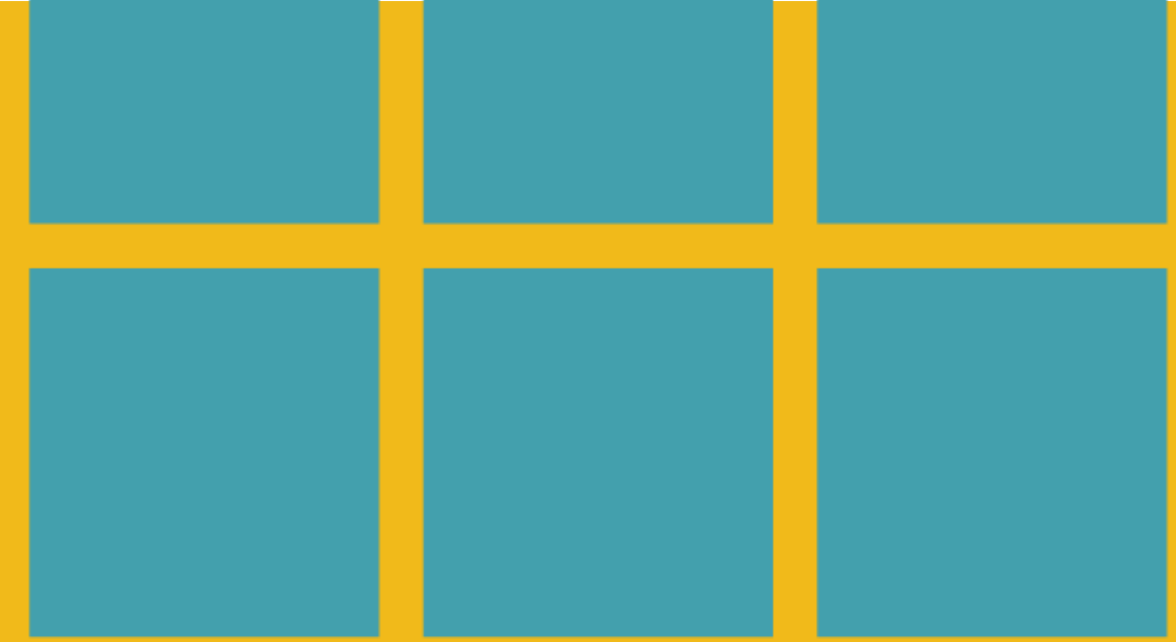
Objective

Create and launch marketing campaigns to drive engagement and conversations.

Deliverables

- Campaign concepts and creative briefs
- Multi-channel marketing campaign plans (e.g. – digital, social media, email)
- Content creation (articles, videos, graphics)
- Implementation of campaigns across chosen platforms

*Execution of deliverables priced separately.



PHASE 5: GENERATE

Digital Marketing & Lead Generation

Objective

Enhance digital presence and generate leads.

Deliverables

- SEO and SEM strategies
- Social media marketing plans
- Email marketing campaigns
- Lead nurturing workflows and CRM management

*Execution of deliverables priced separately.

PHASE 6: OPTIMIZE

Performance Tracking &

Optimization

Objective

Monitor, analyze, and optimize marketing efforts for better results.

Deliverables

- Monthly/quarterly performance reports
- Analysis of KPIs and ROI
- Recommendations for optimization
- A/B testing plans and implementation

PHASE 7: LEAD

Team Leadership &

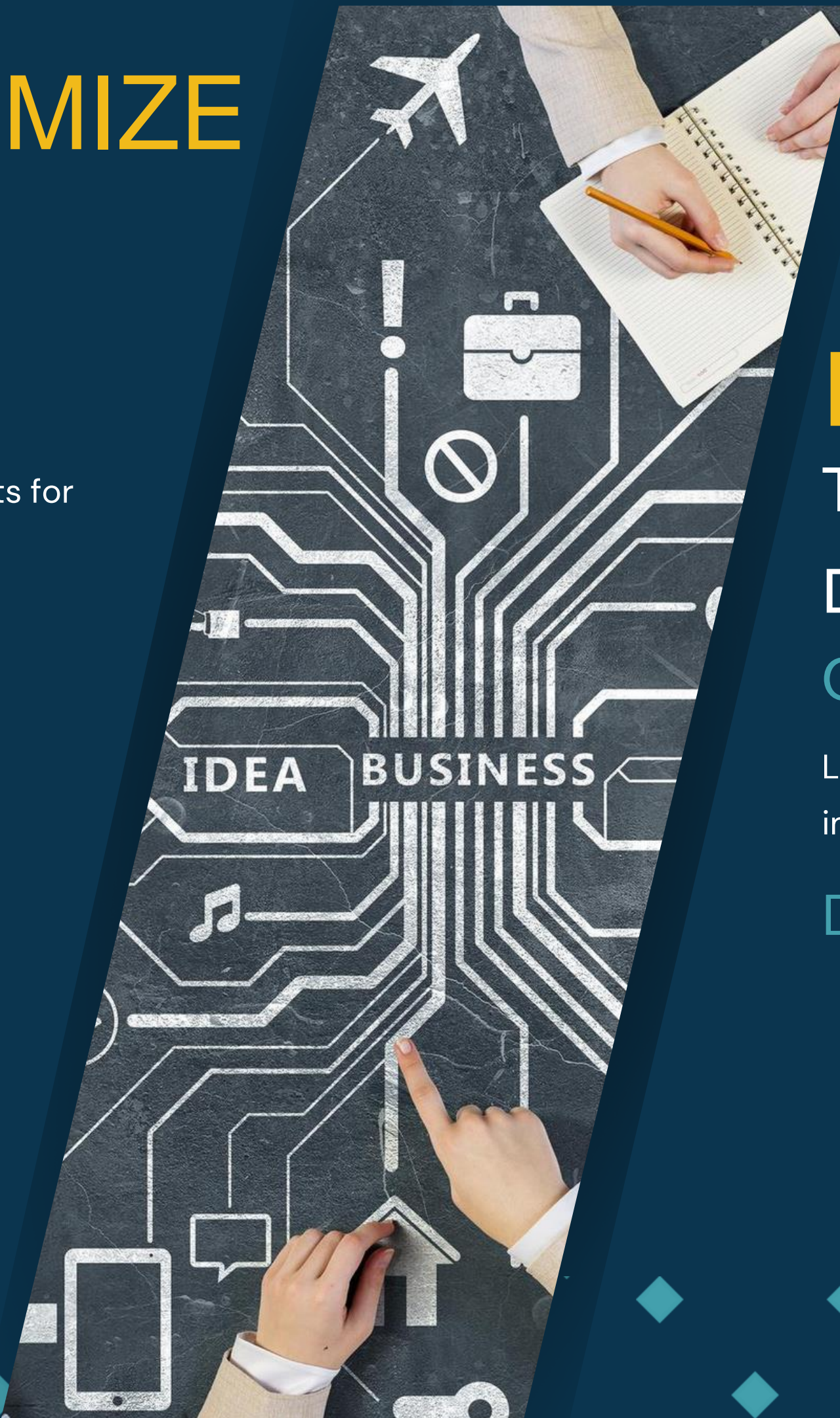
Development

Objective

Lead the marketing team and ensure continuous improvement.

Deliverables

- Regular team meetings and updates
- Mentorship and training sessions
- Collaboration with other departments (e.g. – sales, product development)
- Documentation of processes and best practices





PHASE 8: INNOVATE

Continuous Improvement & Innovation

Objective

Stay ahead of marketing trends and continuously improve marketing strategies

Deliverables

- Market trend analysis reports
- Innovation workshops and brainstorming sessions
- Implementation of new marketing technologies and tools
- Regular strategy reviews and adjustments

Additional Execution Services Available:

*Execution of deliverables priced separately.

**Social Media
Management**

**Content
Creation**

- Articles & Blogs
- Video
- Graphic Design

**Email Nurture
Campaigns**

**CRM
Management**

**LinkedIn
Outreach**

**Website Design
& Development**

**Managed
SEO Services**

**Managed SEM
(PPC) Services**

Next Steps...

Connect with us.



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