



Joseph Haecker Fractional CMO

Ideas are easy. Executing on business concepts, takes experience.

So, what if a Fractional CMO? And why should it matter to you?

Think of it as having your very own Chief Marketing Officer, but without the hefty price tag or full-time commitment.

So, why does it matter?

Well, picture this:

You're a growing business, maybe a small-to-medium-sized company, and you know you need top-notch marketing expertise to take things to the next level. But hiring a full-time CMO might not be in the cards just yet. That's where a Fractional CMO comes in handy.

What is involved?

Working with me, as your Fractional CMO is all about collaboration, innovation, and results. Here's a glimpse of what it looks like to work together:

Discovery and Strategy Session: We start by diving deep into your business goals, target audience, and marketing challenges. Through in-depth discussions and analysis, we identify opportunities and develop a customized marketing strategy tailored to your unique needs and objectives.

Strategic Planning: With a clear roadmap in hand, we roll up our sleeves and get to work on crafting a comprehensive marketing plan. From defining your brand identity and messaging to outlining campaign objectives and tactics, every step is carefully thought out to ensure maximum impact and ROI.

Execution and Optimization: Once the strategy is in place, it's time to put it into action. Whether it's launching a new campaign, revamping your website, or optimizing your digital presence, I'm hands-on in driving execution and ensuring everything runs smoothly. Along the way, we continuously monitor performance, analyze data, and make adjustments to optimize results and maximize effectiveness.

Collaborative Partnership: Throughout our engagement, communication is key. I'm here as a trusted advisor and partner, always available to answer questions, provide guidance, and offer support. Whether it's a quick check-in call or an in-depth strategy session, I'm dedicated to ensuring our collaboration is seamless and productive.

Measurable Results: At the end of the day, it's all about results. I'm committed to delivering tangible outcomes that move the needle for your business. Whether it's increased brand awareness, higher lead generation, or improved sales conversions, I'm focused on achieving measurable success and driving sustainable growth for your organization.

Working with me as your Fractional CMO isn't just about outsourcing your marketing efforts—it's about forging a partnership built on trust, transparency, and shared goals. Together, we'll navigate the ever-changing marketing landscape, overcome challenges, and seize opportunities to take your business to new heights.

I have 3-Tiers to suit your business needs.

Tier 3: Essential Marketing Support - \$600/week

Strategic Consultation: Monthly virtual meetings (up to 4 hours) to discuss marketing goals, challenges, and strategy alignment.

Marketing Strategy Development: Development of a comprehensive marketing strategy tailored to the client's industry, target audience, and business objectives.

Brand Assessment: Evaluation of current branding and recommendations for improvement to enhance brand identity and positioning.

Marketing Campaign Oversight: Oversight of one major marketing campaign per quarter, including strategy development, execution guidance, and performance monitoring.

Monthly Reporting: Regular reporting on key marketing metrics and performance analysis, with recommendations for optimization.

Tier 2: Growth Accelerator - \$1,100/week

All Tier 3 Services, plus:

Expanded Strategic Consultation: Increased virtual meetings (up to 8 hours) for deeper dives into marketing strategy, campaign planning, and performance analysis.

Enhanced Marketing Strategy Development: Detailed action plans and implementation roadmaps for executing marketing strategies, including timeline and resource allocation.

Brand Development Support: Hands-on assistance with brand development initiatives, such as messaging refinement, logo design, and brand identity guidelines.

Additional Campaign Oversight: Management of up to two major marketing campaigns per quarter, with detailed campaign planning, creative direction, and performance tracking.

Sales Support Program: Creation of a sales enablement program to align marketing and sales efforts, including collateral development, lead generation strategies, and sales training materials.

Tier 1: Executive Partnership - \$1,500/week

All Tier 2 and Tier 3 Services, plus:

Executive-Level Consultation: Unlimited virtual meetings (up to 12 hours) for ongoing strategic guidance, executive coaching, and crisis management support.

Customized Marketing Initiatives: Tailored marketing initiatives and experimental projects to drive innovation and differentiation in the market.

Referral to Third-Party Experts: Coordination and management of relationships with third-party experts, such as graphic designers, content writers, and digital marketing specialists, to supplement in-house capabilities.

Event Coordination and Onsite Programming: Planning and execution of onsite events, workshops, or seminars to engage target audiences and enhance brand visibility.

Priority Support: Dedicated support and priority response for urgent inquiries, project escalations, and strategic initiatives.

À la Carte Option: Hourly Consultation - \$350/hour

- Hourly access for personalized consultation and advisory services.
- Flexible scheduling for ad-hoc meetings, strategy sessions, or project-specific discussions.
- Tailored guidance on marketing strategy, brand development, campaign planning, or any other marketing-related topics.
- Ideal for clients who require occasional expert advice or assistance on specific marketing challenges or initiatives.
- No long-term commitment required, allowing clients to utilize consulting services as needed.
- Additional hours can be purchased as required, providing scalability and customization based on client needs.
- Perfect for clients who prefer a pay-as-you-go model or have sporadic consulting needs outside of predefined packages.



Next steps...

If you are ready to take measurable action, to develop a plan to get your business, your personal brand and your life on track and where you want to be?

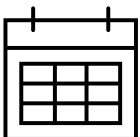
If so, let's set up a call.

As you may already know, I am a combination of creative and analytical. Not only can I see the vision in my head, but I can help you put a plan together to see that vision become a reality.

Let's get you to your goal!

Joseph Haecker
Fractional CMO

Let's set up a discovery call!



Book Today