

Fractional CMO Mockup Canvas

Key Activities

- Execute Sales/Marketing strategy for clients
- Build overall brand

Customer Relationships

- Work 'inside' clients
- Responsible for Results
- 'Temporary' nature

Partnerships

- Industry-Level Partners
- Digital Agencies
- Talent Specialists

Value Prop

- Ability to access 'C-Suite' Marketing Expertise on-demand
- Gain CMO Leadership function

Segments

- High-growth, small firms
- Need Executive Leaders
- Some Startups

Cost Structure

- Salary (Freelance or Firm)
- Potential Agency Fees
- Relevant Marketing Costs

Revenue Streams

- Hourly Rate or
- Project Rate
- *Equity Exchange in some cases*

