



Fractional Chief Marketing Officers

# Engagement Model & Capabilities

*November 2021*



Fractional Chief Marketing Officers

United Kingdom | United States | Europe | Middle East | APAC

# About

gigCMO is a business growth consultancy.

Our team of experienced, international, and talented Chief Marketing Officers are available to drive your business and global growth forward with pragmatic advice.

Our Fractional CMOS in the UK, the US, Europe, the Middle East, and APAC have all helped clients deliver international results. We provide strategic commercial marketing leadership to guide you to success in your chosen Market.

gigCMO solves all of the hassles of injecting commercially driven, customer-focused, c-suite marketing expertise into your business. You decide when you need it, where you need it, and only for how long at a fraction of the cost of a permanent hire with four engagement models:

- CMO RoundTable
- CMO Expertise on Demand
- CEO Whisperer
- CMO Whisperer

**gig**CMO®

Fractional Chief Marketing Officers

“

*We cannot solve our problems with the same thinking we used when we created them.*

**Albert Einstein**

**So, why not get an outside perspective?**



**gig**CMO<sup>®</sup>

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# Roundtable

gigCMO Roundtable allows founders and CEOs to access multiple business and marketing leaders to validate an idea, provide candid feedback to a potential pitch, or get valuable insights into a new market within one to two hours virtually.

## BENEFITS

### OUTSIDE PERSPECTIVE

Our fractional CMOs collaborate in peer review to vet your strategy and execution plans.

You gain access to the best ideas - from within your industry or beyond to ensure proven results.

### NO LONG-TERM COMMITMENT

This Executive-As-A-Service model lets you tap into the best marketing and sales minds cost-effectively.

### HIGH ROI

Our CMO roundtable sessions last between 1.5-3 hours. Imagine over 100 years of sales and marketing experience focused on your business issue or opportunity.

### SPEED OF RESPONSE

Whether it is a significant strategic decision that may transform your company's profitability or a smaller initiative to help you achieve your quarterly objectives, we are available when you need us.



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# Roundtable

## *How does it work*

### TELL US YOUR CHALLENGE

We will take your initial brief and understand your challenges and objectives.

Everything you share with us is confidential.

### VET FRACTIONAL CMOs

Based on your requirements, we will bring the best fractional CMOs and arrange a online session for 1.5 - 3 hours.

### INSTANT FEEDBACK

The Roundtable session is good for:

- Validating a business idea
- Rehearsing a sales pitch or product demonstration
- Gaining an insight on a new market before investing in further research or marketing

### POST SESSION

You will receive the recording of the online session with a report summarising and highlighting the key points discussed during the Roundtable session, as well as any follow up activities.

# Roundtable

## Packages

PACKAGES	SILVER	GOLD	PLATINUM
gigCMO Contribution	<ul style="list-style-type: none"><li>• 2 x Fractional CMO</li></ul>	<ul style="list-style-type: none"><li>• 2 x Fractional CMO</li><li>• gigCMO COO</li></ul>	<ul style="list-style-type: none"><li>• 2 x Fractional CMO</li><li>• gigCMO COO</li><li>• gigCMO CEO</li></ul>
Session duration*	1 hours	2 hours	2.5hours
Deliverables	<ul style="list-style-type: none"><li>• The video recording of the session</li><li>• Topline recommendations</li></ul>	<ul style="list-style-type: none"><li>• The video recording of the session</li><li>• A summary of the session</li><li>• Topline commendations</li><li>• Half hour review session with a Fractional CMO</li></ul>	<ul style="list-style-type: none"><li>• The video recording of the session</li><li>• A summary of the session</li><li>• Short-term &amp; long-term recommendations</li><li>• Half hour review session with CEO</li></ul>

# Roundtable

## *Recent case study: a live streaming platform*

### CHALLENGE

A live streaming provider wanted to enter the UK market. The firm has been very successful within the pharmaceutical industry in its home country, including international subsidiaries of UK headquartered firms.

### BUSINESS RISK

The firm would need to make a major investment in production equipment if it entered the UK market. It had a number of competing investment priorities and had to choose where to invest its limited resources.

### ROUNDTABLE ADVICE

The UK market is very competitive, and the comparative advantage the company had in its home country does not exist in the UK. Therefore, it was recommended not to proceed with establishing a permanent presence in the UK.

A strategy of targeting existing clients in home country who were UK subsidiaries was recommended and attempt to gain a referral to their UK headquarters was implemented.

# Marketing Experts on Demand

gigCMO provides access to top talent without the long term commitment - What we call Fractional Talent. Whether it is to bring new growth, stop the erosion in current revenue or strengthen your talent bench, gigCMO provides an easy, on demand solution when you need proven, battle tested leadership with deep expertise in modern marketing in your industry or functional area. Fractional Chief Marketing Officers who will deliver results. Full time thinking on a part time or interim basis. And of course, each engagement is fully supported by all the talent and brainpower of gigCMO.

## BENEFITS

STAFFING TO THE  
VALLEYS NOT THE PEAKS

INDUSTRY OR OUT OF  
INDUSTRY EXPERTISE AS  
REQUIRED

NO ROOKIES

ENGAGING GIGCMO NOT  
A ONE PERSON BAND



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# Marketing Experts on Demand

## *How does it work*

### TELL US YOUR CHALLENGES

We will take your initial brief and understand your challenges and objectives.

Everything you share with us is confidential.

### PROJECT PROPOSAL

According to your specific needs, we will create a project proposal of how to tackle your challenges by engaging our FCMOs, who will be supported by the headquarters as well as the delivery teams, should you require.

Usually, our FCMOs will have weekly meetings with you and your stakeholders. The duration and frequency of engagement depend on your challenges and budget.

We don't charge the time for us to understand your business.

### ENGAGEMENT SCENARIOS

- Develop a Go-To-Market strategy and subsequent execution plans
- Create a marketing structure best suitable for your company and industry combining the right skills and right MarTech tools
- Train and develop junior marketing teams to become your core marketing driving force
- Evaluate, monitor and optimise marketing budget to ensure the best Return on Marketing Investment

# Marketing Experts on Demand

*Recent case study: an AIM listed company*

## CHALLENGES

A newly listed AIM company recognised very quickly that they had been so focused on raising funds and setting up the operations that they lacked the sale and marketing leadership to deliver the business plan.

## BUSINESS RISK

If the business did not gain traction and be seen to be doing so by its retail shareholder's, it would quickly lose its following.

## OUTCOME

A gigCMO Fractional CMO was engaged and implemented a sales and marketing programme that positioned the business as a thought leader and an innovation leader in the category. Selected investments were made in brand, product development, product certification and the development of compelling content with the business established as a European leader in the key segment it participates in.

# CEO Whisperer

The term “whisperer” refers to those gifted with a deep understanding of executive psychology, enabling those who can “whisper” to help a CEO drive their organisation's performance. The key is to prevent insularity. There is always a danger of being blindsided by a competitor or a market disruption. It is a bespoke and discrete service. We only select CMO's and Marketing Directors who have a proven track record of success working as non-executive directors. Please, contact our CEO directly to discuss this service in greater detail.

## BENEFITS

### UK, US, CANADA, INDIA, CHINA PRESENCE

- Are you contemplating expanding your business across the pond or into Asia?
- Do you need feet on the ground with a large network beyond where you are currently conducting business?
- Tax, legal, product, sourcing, capital?

### INDUSTRY OR OUT OF INDUSTRY EXPERTISE AS REQUIRED

- Are you having challenges with processes that aren't in tune with current times?
- Do you have the right leadership helping you guide the organization?
- Are there perceived impediments to success?
- What are the variables in market conditions?

### DISCRETE & CONFIDENTIAL EXPERTISE

- Is it time to grow and scale the business, or are you happy with its trajectory?
- Is it time to raise capital?
- Are you contemplating an exit or transitioning to a family member?
- Are you anticipating buying a competitor? Selling to a competitor?



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# CEO Whisperer

*How does it work*

## TELL US YOUR CHALLENGE WITH OUR CEO

Our CEO will have a private conversation to understand your challenges and objectives.

Everything you share with us is confidential.

## PROPOSAL

According to your specific needs, we will create a project proposal which will be delivered by our CEO or the most senior Fractional CMOs at gigCMO.

The engagement is on a retainer basis customized to the specific needs.



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# CEO Whisperer

*Recent case study: Information security company*

## CHALLENGE

The client was a leading information security assessment and consulting firm that helps businesses manage information security and privacy risk. It was struggling with scaling the operation and generating critical leads for the company's footprint. Improving the bottom line, scaling the marketing organization and developing a voice for their brand.

## CEO WHISPERER ENGAGEMENT

Advise CEO on M&A opportunities abroad in support of the company's long-term business objectives. Specific initiatives required included conducting global research to advise regarding specific opportunities and mentoring business development director.

## OUTCOME

- Identified and completed research on potential target companies that would warrant further diligence and evaluation of countries' political climates to do business in.
- Mentored business development director on ways to approach prospects without giving up information, the pros & cons of M&A prospects, and on negotiation strategies.
- Work resulted in several targeted companies for acquisition.



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# CMO Whisperer

Chief Marketing Officers tend to have the shortest tenure in the C-Suite. There are many downsides to high turnover in a role that has such a profound impact on brand value. In other words, a CMO's success is a brand's success. Just like we can whisper to a CEO, we also provide support for Marketing Leaders who want to benefit from our expertise. We can coach, mentor and guide your marketing leader and ensure that marketing strategy and plans are geared for maximum commercial performance.

## BENEFITS

### MARKETING PERFORMANCE

- Ensure marketing strategy and plans are geared for maximum commercial performance.
- Help ask the right questions, select the right methodologies and learn the lessons you need to deliver success.
- Help you chose the right tools and technologies to deliver continuous improvement in marketing performance.

### PERSONAL GROWTH

- Help you with your personal goals and provide coaching and mentoring based on long term experience & success.
- Work with you to develop key members of your team and ensure you and your business have the right resource to help you build long term success.
- Act as your trusted counsellor to discuss the future confidentially.

### NETWORK ACCESS

- Introduce you to our own network of senior marketing and business leaders around the world.
- Help you grow your own network and advise on building your profile in line with how you wish to be positioned with key audiences.
- Recommend insight and information sources to extend your reach.

### LEADERSHIP IMPACT

- Shape your team, engage with peers and business leaders to position Marketing as a core strategic business function.
- Develop the perspective and gravitas you need to have a voice that's listened to at the Boardroom table.
- Shape the desired behaviours and culture of those around you, and help your team to develop as a Marketing Centre of Excellence.

# CMO Whisperer

## *How does it work*

### LEVEL I

- A detailed proposal drafted, presented, and recommendations agreed with the Client. gigCMO Whisperer will assign a support team from the network where required.
- Delivery through 1 to 2-hour video conference (or face to face when conditions allow).
- Up to 6 one-hour follow-up sessions to support the client through the implementation phase, over 6 to 12 weeks.
- Delivery through video conference (or face to face when conditions allow).
- CMO Whisperer is available throughout this period re-query resolution and advice with 48-hour email response guarantee.

### LEVEL II

- A detailed proposal drafted, presented, and recommendations agreed with the Client. gigCMO Whisperer will assign a support team from the network where required.
- Delivery through 1 to 2-hour video conference (or face to face when conditions allow).
- Up to 10 one-hour follow-up sessions to support the client through the implementation phase, over 12 to 26 weeks.
- Delivery through video conference (or face to face when conditions allow).
- CMO Whisperer is available throughout this period re-query resolution and advice with 24-hour email response guarantee.
- Access to wider gigCMO experts when required for advice/guidance.

### LEVEL III

- A detailed proposal drafted, presented, and recommendations agreed with the Client. gigCMO Whisperer will assign a support team from the network where required.
- Delivery through 1 to 2-hour video conference (or face to face when conditions allow).
- CMO Whisperer retained as an adjunct to the Client's marketing leadership team.
- Time commitment agreed with availability through video conference (or face to face when conditions allow), phone and e-mail. Typically this ranges from 2 to 5 days full commitment per month as well as weekly checkpoint meetings.
- 6-12 month commitment with the option to extend and agree to additional individual operational assignments.

# CMO Whisperer

## *Recent case study: A medium sized financial service company*

### CLIENT BACKGROUND

A medium size company offering pensions, investment and protection advice to UK clients through a network of Financial Advisors.

The business had been acquired by a larger financial services group to add to its portfolio.

The CEO who had been in place for many years under previous ownership was due to retire and was to be replaced by a leader from the new parent group.

The Head of Marketing had been with the business for 2 years and recently promoted from a sales support role.

### CHALLENGE

The Head of Marketing was highly regarded within the business but had operated with a largely tactical and responsive scope to date.

Marketing capability in the business was viewed as lagging expertise and dynamism vs other Group businesses.

Post acquisition the Head of Marketing had established a positive rapport with a new COO appointed from the parent company. Through COO introduction the Head of Marketing was able to engage a CMO Whisperer from gigCMO to develop a new agenda.

### OUTCOME

- Starting with a brainstorm session with HOM and CCO we helped create a "Genesis" Plan to establish a new beginning for Marketing. This included:
- Leveraging group resources to upgrade CRM and drive improvements in sales leads volume & quality.
- Introduced a rolling 12 month marketing activity calendar covering core proposition content management.
- Created video content featuring new CEO delivering internal/ external messaging which formed basis of brand story.
- Established Marketing & Sales Committee chaired by HOM which reported regularly on Marketing performance and planning to CEO/COO.



# Why Us

	Fractional	Virtual Platforms	Consultants	Interim	Permanent	Freelancer	Agency (Marketing, Creative, Media)
Expertise	Solving business growth challenges	It depends	Selling ideas to clients	Individual	Individual	Tactical	Creative ideas, campaigns and execution
Business Involvement	High - Extension of your team	None	High	One eye on the next role	High	Low	Low
Perspective	Client side	It depends	Consultancy	Individual	Individual	Freelancer	Agency
International Experience	Yes	Maybe	Maybe	Rarely	Maybe	Maybe	Rarely
Pricing	Pre-agreed face time only	It depends	All time - face time, emails, messages	Direct and Indirect Costs	Direct and Indirect Costs	Project basis	Project basis or retainer
Recruiting Fee	N/A	£0	£0	£25000 on top of the above	£30000-£60000 on top of the above	£0	N/A
Additional Expertise Available	Yes	No	Yes	No	No	No	Yes
On-Boarding Time	Fast	Slow	Slow	Medium	Medium	Never on board	Never on board
Failure Rate	Very Low	Very High	High	Medium	Low	High	Medium
Termination Costs	None	None	High	Low	Very High	Low	Medium
Value for Money	Yes	Yes	No	Yes	No	Yes	No
Objectivity	Yes	No	No	Yes	No	No	Yes
Skill Transfer	Yes	No	No	Yes	No	No	No
Minimum Commitment	4 weeks	None	Months	Weeks	Months	None	Months/projects

# Why Us

Over 80+ customers served globally

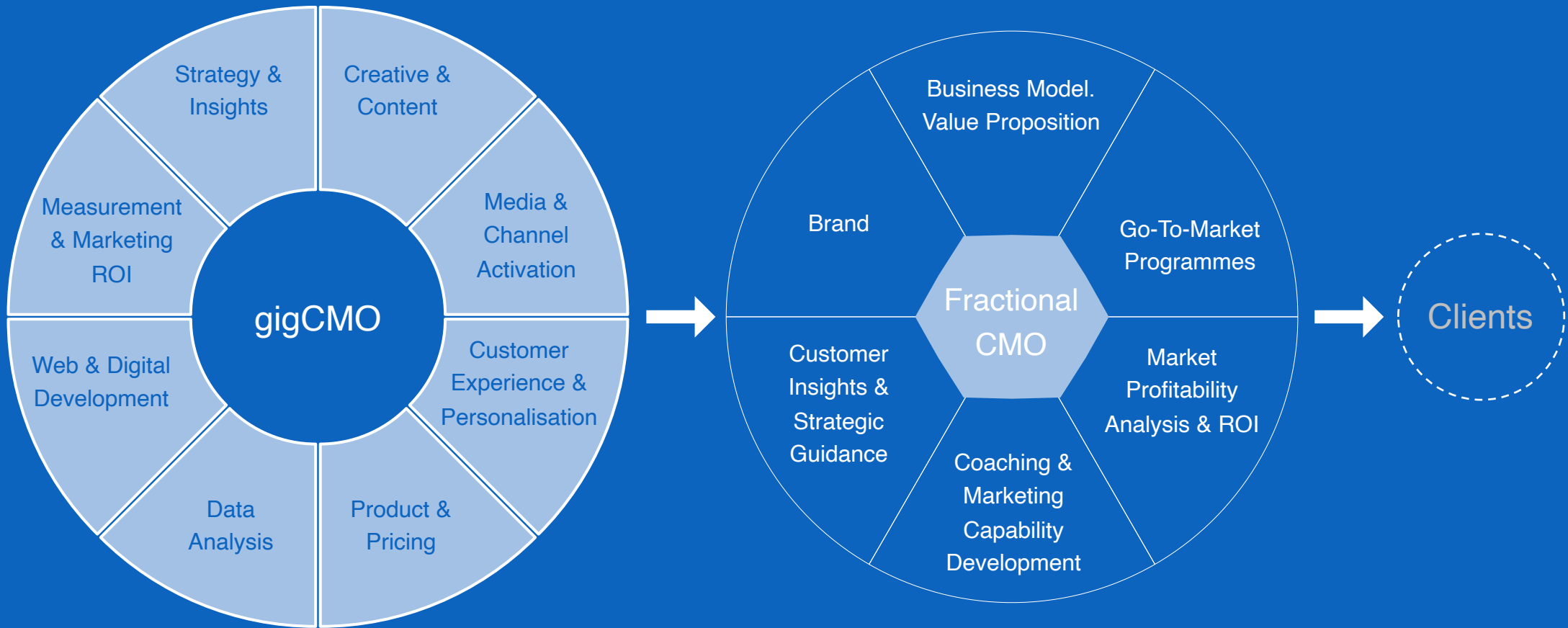
Across 170+ B2B and B2C sectors  
and sub-sectors, including Sports,  
Recreational Facilities, and  
Entertainment



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# Our Capabilities



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# Our Approach to US Expansion

We help companies prepare for successful international expansion.

Our three-step International Expansion process begins with a Market Readiness audit, which helps you assess your preparedness to enter your chosen market.

Having established this, we proceed to develop an appropriate Marketing Strategy & Programmes and subsequently lead its execution such that you can effectively launch and grow in the new market.

## I. MARKET READINESS AUDIT

Our Market Readiness audit comprises a review of

1. The fundamentals of your business
2. A situational analysis
3. Route to market
4. Brand fit

## II. MARKETING STRATEGY & PROGRAMMES

To win in the US market, the marketing strategy and tactics need to be customised to suit the local culture, regulations and consumer behaviour. We will need to adapt or completely modify the Inclined brand and marketing mix elements.

We consider all aspects of the brand and marketing mix through the US lens while creating the optimal marketing approach for you.

## III. MARKETING LAUNCH

The implementation of the marketing strategy must include all stakeholders to ensure that it stays on target.

Moreover, customer acquisition depends on how well the marketing plan is implemented to drive them through all stages of the funnel.

Therefore, we lead the marketing strategy & tactics execution and review and refine the plan periodically.



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# I. Market Readiness Audit

## I. THE FUNDAMENTALS

### **Business Model**

*Is your business model deliverable in the US market, or does it need modifications?*

### **Value proposition**

*The extent to which your value proposition addresses the needs of the two target customers - Professionals and Tourists in the US market and subsequent localisation requirements.*

## II. SITUATIONAL ANALYSIS

### **PESTEL analysis**

*Considering the political, economic, sociological, technological, legal and environmental conditions that might affect what you do, how you do it and the likelihood of success.*

### **Market Size**

*What is the total addressable market?*

### **Market Segmentation**

*To better understand the opportunities and potential customers in your proposed new market.*

### **Target Audience**

*Analysis of your target audience for cultural differences, sensitivities, protocols, and potential behaviours may differ from your existing customer base.*

### **Customer profiling**

*To identify what changes you will need to make to your buyer personas based on your understanding of the new market.*

### **Competitor analysis**

*To check existing products, if or where you fit in the market and who you need to be aware of.*

### **SWOT analysis**

*Based on the above will help to clarify your position and the work you need to do.*

## III. ROUTE TO MARKET

*Based on your financial resources and the opportunity, we help you choose the best route to the US market.*

# II. Market Strategy & Programmes

Analysis of product-market fit to help you differentiate from local competitors.

Developing and deploying a process to onboard staff/ vendors to support your sales and service delivery.

Developing a pricing strategy that factors in competition, price sensitivity and local norms.

Product

Product

Price

MARKETING MIX  
(The 8Ps)

Processes

Analysing customer experience in the new market and bridging any gaps via process/ technology updates or localisation.

We develop a communications strategy focusing on both the message and the channel mix. While it's crucial to select channels that customers use most frequently, the message needs to be tailored to the target audience and individual channels. Similarly, choices and trade-offs between different types of digital marketing, such as SEO/ PPC/ Affiliate/ Content/ Social, etc., tend to be market sensitive, calling for careful consideration while finalizing the approach and editorial calendar.

Promotion

BRAND

We help you understand if your brand conforms to cultural norms of phonetics, symbolism and meaning. Do you own your trademark in the new market?

Physical Evidence

What does the customer expect regarding the physical evidence that the service or product has been delivered and matches their expectations?

Deciding on whether to use a local agent or distributor/ third party jobbers or stockists, depending on what's best for trial vs consumption.

Place

Productivity & Quality

What measurements are in place to ensure that customer expectations are met consistently? What tools and processes can be deployed?

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# Brand Development Process

