TOP7 | FRACTIONAL & INTERIM LEADERSHIP

Fractional & Interim CMO

A TOP7 PRACTICE • FRACTIONAL · INTERIM · PROJECT

Senior marketing leadership scoped to the stage you're in. Sharper positioning, spend tied to pipeline and a team and agencies that deliver. You get an experienced CMO's judgment without adding a full-time executive.

SIGNS YOU NEED A CMO NOW

- You can't say which marketing dollars produce revenue.
- You're juggling agencies and freelancers, with nobody in charge.
- Your message sounds like every competitor's.
- A launch, rebrand or sale is coming, and your story isn't ready.

WHAT WE DO

Marketing Management
Ongoing ownership of marketing, tied to pipeline and revenue.

Brand Positioning & Messaging
A clear, tested story that separates you from the field.

Go-to-Market Strategy & ICP Definition
Know exactly who you sell to and how you reach them.

Demand Generation Oversight
A pipeline engine measured on revenue, not vanity metrics.

Pricing & Packaging Strategy
Price and package for the value you actually deliver.

Sales & Marketing Alignment (RevOps)
One revenue motion instead of two departments pointing fingers.

Marketing Team & Agency Management
Get more out of the team and agencies you already pay for.

Pre-Exit Positioning
Sharpen the market story before you go to market yourself.

HOW IT WORKS

1. Audit spend, channels and agencies, and stop what isn't working
2. Set the positioning and ICP, and build a demand plan tied to pipeline
3. Execute a 30/60/90 plan under the Velocity-7 Framework
4. Hand off the playbook and define the full-time hire if you need one

VALUE TO YOU

- Executive marketing judgment without a full-time executive hire
- One accountable CMO, backed by the full Top7 bench
- Hours that flex up for a crunch, then back down
- Option to hire your Top7 CMO full-time as you grow

> Typically about 8 to 60 hours a month, at under 10% to 60% of the cost of a full-time CMO. For companies with $10M–$500M in revenue.

Let's talk about your marketing.

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