

## SCOPE OF SERVICES

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**Engaged** — A fractional Chief Marketing Officer embedded into your business for about 10 hours each week. Ideal for firms ready to bring on a senior marketing leader to drive strategy, manage execution, and build a scalable system for growth.

- Deploys the **AlphaEdge Marketing Framework™** to build out your marketing strategy, establish KPIs and reporting, define positioning, and more
- Marketing Roadmap delivered after the first 30 days
- Quarterly Planning calls, Sprint Planning and Review calls led weekly, and Daily Stand-Ups with the team
- Hire, train, and evaluate all vendors, employees, and contractors
- *3-month minimum commitment*

**Roadmap** — Strategy planning and a focused, fast-track workshop with your team using the **AlphaEdge Marketing Framework™** to clarify your marketing strategy. *Customized based on your company's needs.*

- 10-day preparatory period via email correspondence
- 4-hour collaborative strategy session
- Delivery of:
  - ◆ An immediate marketing punch list
  - ◆ A list of blind spots and growth barriers
  - ◆ A 3-6 month marketing campaign plan tailored to your firm

**Advisor** — A fractional CMO leading your team as a strategic advisor. *Only available after at least one 90-day sprint with **Engaged** or a **Roadmap Session**.*

- Quarterly Planning calls quarterly, Sprint Planning calls led twice-monthly
- Unlimited email correspondence
- Access to SOPs, templates, and campaign workflows
- Funnel reviews, campaign insights, and optimization support
- Coaching for internal marketers and contractor oversight
- *6-month minimum commitment*

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Ready to chat? [Book your free review call](#) today!