

Get more out of your marketing programs with Fractional CMO Services



Mainstay's Fractional CMO Services give you the marketing power you need on a budget that's just right for you.

Great marketing fuels success at the world's best B2B technology companies. But that doesn't mean you need an outsized marketing budget — or even a full-time CMO — to achieve your marketing goals.

What you need is a **Fractional CMO**: experienced B2B marketing leadership that's there when you need it, without the cost of a full-time CMO. That's where Mainstay can help.

We've worked with leading technology organizations of all sizes, helping build their brands, design marketing strategies, and execute successful campaigns. Our diverse experience brings a fresh perspective to every engagement.

Count on our Fractional CMO Services to ensure you stand out in the market. And if you're a mid-sized company short on resources, Mainstay provides the experienced leadership you need to see the big picture and create high-efficiency marketing programs to deliver maximum ROI.

Is a Fractional CMO right for you?

If your business faces these challenges, then it may be time to consider a Fractional CMO:

- You don't have sufficient budget to justify full time marketing leadership
- You're unsure how to build an effective marketing plan
- Your existing agency partners don't understand B2B tech
- Your messages don't resonate with buyers
- You're unsure which marketing strategies, assets, or channels to use

Mainstay helps you tackle these challenges and more. From setting your marketing strategy to executing exceptional campaigns, Mainstay is there to help you achieve your marketing goals.

"Mainstay has enabled our company to elevate and expand the visibility of our brand to a level we've never reached before. Their collaboration, expert knowledge, and responsiveness streamlined our digital marketing strategy, planning, and execution process."

– John Ezzell, Co-Founder & Executive Vice President, BIAS

More information

To learn more about Mainstay's value-enabling tools or sales and marketing services, please contact us at 714-421-8062 or sales@mainstaycompany.com or visit mainstaycompany.com

Mainstay's Fractional CMO Services

Marketing Strategy	Assets + Tactics	Creative Design	Campaign Execution
<ul style="list-style-type: none"> • Coordinate discovery and planning sessions • Create short-term & long-term marketing strategies • Revisit and update strategies regularly 	<ul style="list-style-type: none"> • Determine which marketing assets are most effective for your audience • Build roadmap for asset creation • Choose the best tactics and channels for content delivery 	<ul style="list-style-type: none"> • Access to world-class creative team • Provide complete range of creative services: writing, graphic design, interactive, video, web 	<ul style="list-style-type: none"> • Manage execution of marketing campaigns, resources, & budget • Monitor and adjust performance continuously • Report on results of campaigns and marketing efforts