

Is a Fractional CMO Right For You?

A quick gut check for growth-minded CEOs, Founders and business leaders.

Growth puts pressure on marketing. If you need executive-level direction or more guidance for your executive leaders, but not a full-time hire, a fractional CMO can bring clarity and focus as an extension of your team.

Marketing Check-Up

Score 1 point for each “yes” and check below to see what your score may be telling you.

- ☐ Our marketing is not clearly tied to business goals.
- ☐ Marketing feels reactive instead of intentional and measurable.
- ☐ No one is truly leading strategy and accountability.
- ☐ We are focused on growth, but not sure what to do next.
- ☐ We have marketing activity but our results are inconsistent.
- ☐ We need more senior-level guidance.
- ☐ We don't have a clear understanding of how our best customers find, evaluate, and choose us.
- ☐ We are experimenting with AI for marketing without the expertise to use it effectively and responsibly.

0-2

In control

A fractional CMO could help you optimize even more.

3-5

Feeling the Strain

There are serious gaps a fractional CMO could help address.

6-8

Ready for a Shift

You need a fractional CMO to bring clarity and focus.

How Crux Can Help

A fractional CMO from Crux helps set strategy, align teams and drive results tailored to your business needs. If your organization needs more than tactical support, we can:



Act as an extension of your team:

We work with you as one team, not a transactional vendor.



Provide strategy & implementation:

Set direction, prioritize objectives and maintain momentum.



Increase the return on ideas:

We bring fresh thinking that helps fuel growth and improve ROI.

What Marketing Success Feels Like

With the right marketing leadership, you gain clarity, confidence and relief. Instead of guessing what to do next, you have tangible KPIs for success and a strategic partner to help you meet and exceed them.

Let's Talk

If this checklist surfaced gaps or pressure points, Crux can help assess what comes next and provide the right level of marketing leadership.

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