

Ray L Perry

Marketing Program Options

Marketing Advisor Program



The Marketing Advisor Program is a Do-It-Yourself (DIY) option, for businesses that have a small marketing team and want to take the leadership role in their marketing but require access to a fractional Chief Marketing Officer, from time to time, to discuss marketing strategy, bounce ideas, and gain insight to the latest in marketing tactics. The Marketing Advisor Program is the most cost-effective way to confirm that your marketing direction is sound.

Marketing Coach Program



The Marketing Coach Program is a Do-It-Together (DIT) option, for businesses that have a small marketing team and need a fractional Chief Marketing Officer to mentor and provide guidance with a strong focus on knowledge transfer. The Marketing Coach Program goes beyond the advisor role, by providing primary leadership in the develop of the marketing strategy and provides training and tools to assist your team in the execution of the strategy to provide the highest return for every marketing dollar spent.

Marketing Consultant Program



The Marketing Consultant Program is a Done-For-You (DFY) option, for businesses that have limited marketing resources and need a fractional Chief Marketing Officer to take a leadership role in the development and execution of your marketing strategy. As part of the Marketing Consultant Program we will audit current marketing activities, develop a new marketing strategy and marketing action plan, and execute on the marketing action plan with the goal of leading the company on a path to predictable, profitable and scalable growth.

