

What is a Fractional Marketing Manager and Why You Should Consider Hiring One

An Opinion Report by
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Why Your Business Should Consider Hiring a Fractional Marketing Manager

In today's business environment, smart business owners and managers look for any opportunity to grow and stay competitive without overextending their financial and human resources. One strategy that's gaining attention, especially among small to mid-sized companies, is hiring a fractional marketing manager. But what exactly is a fractional marketing manager, and how can this approach benefit your business?

What is a Fractional Marketing Manager?

A fractional marketing manager is a marketing professional who works with two or more companies on a part-time or project basis. In many instances they draw upon a significant amount of past experience from working as a corporate level manager of the marketing team at one or more companies in which they were full-time employees. In some cases they come from advertising / marketing agencies where they have contributed to the full spectrum of marketing, branding and promotional activities.

This highly flexible model allows businesses to get all the experience and expertise of a senior level marketing manager at a fraction of the cost of hiring a full-time employee. Businesses can scale their marketing efforts according to their needs and budget. A well chosen fractional marketing manager will work with company ownership and management to create and oversee marketing strategy, manage new or ongoing campaigns, or work with existing less experienced marketing team members to mentor and guide them toward better results.

The Benefits of Hiring a Fractional Marketing Manager

- **Cost Efficiency:** Fractional marketing managers provide access to high-level expertise without the cost of a full-time employee.
- **Flexibility:** You can adjust their workload according to your company's evolving needs, ensuring you're only paying for what you actually need.
- **Focused Expertise:** Since fractional marketing managers typically work with more than one company, they bring a breadth of experience and up-to-date knowledge of the latest marketing trends and best practices.
- **Faster Results:** A fractional marketing manager can quickly implement strategies and systems, helping you see measurable improvements sooner than if you were building a team from scratch.

When Should You Consider Hiring a Fractional Marketing Manager?

1. Your Business is Growing, But You Don't Need Full-Time Marketing Manager...Yet

If your business is in the growth phase, you may need serious marketing support—more than you might get from marketing consultant or an entry-level employee. While hiring a seasoned full-time marketing manager would solve this problem, it's likely that your day-to-day marketing needs might not be sufficient to keep that person busy enough to justify their salary. A fractional marketing manager provides senior level leadership and strategic thinking without the high cost of a full-time executive.

2. You Have Limited Marketing Budget

Hiring a full-time senior marketing professional can be expensive, especially for businesses with limited budgets. A fractional marketing manager offers a cost-effective solution by allowing you to access senior-level marketing expertise on a part-time basis. This way, you only pay for the hours or projects you need, which can be a game-changer for businesses trying to manage their resources wisely.

3. You Want to Test New Markets or Strategies

Expanding into new markets or testing new marketing strategies can be risky. A fractional marketing manager can help by offering expert insights without requiring a permanent hire. Whether you're testing a digital marketing campaign, rebranding, or entering a new geographic area, you get the strategic input necessary to make informed decisions without the overhead of a full-time hire.

4. Your Current Team Needs Leadership and Structure

In some cases, businesses have a marketing team but lack the someone in a strategic leadership position to tie everything together. A fractional marketing manager can step in to guide a team, develop a cohesive marketing strategy, and implement systems for better efficiency. This leadership, even on a part-time basis can dramatically improve team performance and results.

5. You're Looking for Specialized Expertise

Marketing is a broad field that includes everything from Advertising, Web Development, Direct/Digital Marketing, SEO and Branding. If your company needs specialized expertise that you don't have in-house, a fractional marketing manager can bring that knowledge to the table. Whether it's launching a new product or fine-tuning a message to a specific marketing channel, they can provide the insights and skills you need.

If your business is looking for strategic marketing guidance without the financial commitment of a full-time hire, a fractional marketing manager could be the perfect solution. By carefully considering your current needs, budget, and objective, you can determine if hiring a fractional marketing manager makes sense for you.



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