

# 90-Day Fractional CMO Roadmap

A practical, outcome-driven approach to stabilizing, aligning, and accelerating marketing performance.

Phase	Description	Solution
Phase 1 ASSESS & ALIGN (Days 1-30)	1. Marketing & Brand Assessment	A complete review of current marketing efforts including messaging, brand positioning, digital presence, partner programs, & content. This helps identify strengths, gaps, & inconsistencies that affect how prospects perceive the company.
	2. Revenue & Pipeline Review	Analyze inbound & outbound lead flow, campaign performance, win/loss trends, conversion rates, & handoff points between marketing & sales. The goal is to understand the true state of demand generation & where pipeline is breaking down.
	3. Leadership & Team Alignment	Meet with leadership, sales, operations, & customer success to understand expectations & uncover friction points. These conversations help establish alignment & set clear priorities for the next 60 days.
	4. Prioritized Action Plan	By the end of the first 30 days, the organization receives a straightforward plan outlining the immediate priorities, quick wins, & foundational shifts needed to support long-term growth.
Phase 2 BUILD & FIX (Days 31-60)	5. Messaging & Positioning Refresh	Refine the company's core story: Who we serve, what problems we solve, & why we're different. This becomes the anchor for campaigns, sales conversations, content, & partner messaging.
	6. Campaign Architecture	Design the campaign calendar for the next two quarters, including themes, audiences, channels, & the specific outcomes each campaign is expected to drive. This brings clarity & predictability to the marketing workflow.
	7. Sales & Marketing Alignment	Fix the lead flow between teams by defining MQL/SQL criteria, improving handoff processes, & establishing weekly communication rhythms. The intent is to eliminate gray areas & reduce frustration on both sides.
	8. Clean Up & Optimization	Review the tech stack, content inventory, CRM visibility, & reporting dashboards. Simplify what's overly complex, eliminate tools you don't need, & tighten anything that creates noise or confusion.
Phase 3 EXECUTE & SCALE (Days 61-90)	9. Launch Priority Campaigns	Roll out the highest-impact campaigns developed earlier—email sequences, paid initiatives, content, events, or partner programs. The goal is to generate meaningful pipeline & give sales opportunities they can act on.
	10. Performance Dashboards	Create simple, reliable dashboards that highlight real progress—pipeline generated, conversion rates, lead sources, & campaign performance. These provide a clear view for leadership & anchor future decision-making.
	11. Team Coaching & Development	Work side-by-side with your marketing & sales teams to strengthen skills, refine processes, & build confidence. This turns short-term improvements into long-term capability.
	12. 90-Day Review & Go-Forward Strategy	The final milestone is a leadership review that outlines what was accomplished, what's in motion, & where the next 90-day focus should go. This ensures continued momentum & gives the organization a clear, repeatable structure for growth.

## Summary

This roadmap isn't theory – it's a proven, practical approach that brings clarity, structure, and measurable results within the first 90 days. By focusing on alignment, execution, and accountability, companies gain a stronger marketing function and a clear path toward sustainable revenue growth.

**Let's talk through your company's goals and identify the right framework for your business. Start your marketing transformation today by visiting [TheFractionalExecutiveNetwork.com](http://TheFractionalExecutiveNetwork.com) or calling 630-885-6257!**