

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 or calling 630-885-6257!

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