

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

People Acuity is a leadership development consulting firm specializing in cutting-edge and research-based leadership development in thirty-two countries. The company lifts business performance by empowering leaders with crucial skills for the new economy. Its programs are customizable and supported by proprietary assessment tools and can provide measurable behavior changes. In addition, People Acuity offers a multi-modality learning approach including on-demand online programs, virtual guided classroom programs, and in-person programs provided by seasoned professional coaches.

peopleacuity™
Developing Interdependent Leadership

“ In the past decades of being a leader of a small-to-midsize business, we have worked with dozens of so-called marketing experts. None of them can hold a candle to Fractional CMO! They are the best in the business at what they do.

Fractional CMO was instrumental in teeing up our business and preparing it for a life-changing merger that has doubled the growth of our business. They raised our level of professionalism and helped us find the language to convey our brand and mission better than it had ever been done before. I highly recommend them to anyone who is looking for a CMO to guide them through today's challenging business waters. You won't be disappointed! ”

DeAnna Murphy

Chief Development Officer, People Acuity

CHALLENGES



- Some of the marketing fundamentals, such as messaging and branding, were not as strong as they could be and, thus, needed refinement.
- Though some marketing activities were done, the efforts amounted to “random acts of marketing”, meaning they were rare, sporadic, and incohesive.
- The marketing efforts that were done lacked focused on the correct target market and segments within.



888-412-2236 • Fractional-CMO.com

14362 N. Frank Lloyd Wright Blvd, Scottsdale, AZ 85260

OUR SOLUTION

- People Acuity engaged Fractional CMO, LLC to chart a new way to market itself and become its outsourced marketing department.
- Fractional CMO, LLC refined People Acuity's logo, crafted stronger messaging, created a new modern website, leveraged social media to deliver powerful insights and stunning images, created and sent frequent email campaigns and newsletter, and reported KPI on all activities.
- Marketing activities were adjusted to be laser-focused on the ICP (Ideal Customer Profile).
- A new method of delivering training online, as well as supporting marketing efforts to drive traffic to the training portal, were pursued.

OUTCOME



- Branding and messaging refinement, along with the intense focus of marketing on the ICP (Ideal Customer Profile), resulted in a more professional positioning in the global leadership development consulting industry.
- A new, more modern website was created, and online delivery of training modules was instituted, both of which contributed to People Acuity's success.
- Through Fractional CMO's efforts working with this client, People Acuity gained the attention of a global training company that acquired it and is now operating as part of their portfolio of brands.



“ Fractional CMO cuts through the complexity of marketing and streamlines the pathway to success. They engage not as outside consultants, but as though they were an inside part of the team, with deep caring and loyalty. They are highly responsive to rapidly changing needs, and willing to work through bumpy places, and stay to find win-win solutions. The day you say "yes" to Fractional CMO is the day your business changes forever!” ”

DeAnna Murphy

Chief Development Officer, People Acuity