

Fractional CMO Readiness Checklist

Twelve questions to tell you what your marketing actually needs next.

Tick every statement that is true of your business today. Be strict: a statement that is half true is a no. Then use the scoring guide at the end.

Leadership and ownership

- ☐ One named person owns the marketing number, and it is not the founder by default.
- ☐ Marketing decisions are made against a written plan rather than reacted to week by week.
- ☐ Someone can explain, in one sentence, what marketing is trying to achieve this quarter.

Positioning and audience

- ☐ You can describe your ideal customer by the characteristics that predict a win.
- ☐ Your website says something a competitor could not copy onto their own homepage.
- ☐ Sales and marketing use the same language for what you sell and why it wins.

Pipeline and measurement

- ☐ You know which channel produced each of your last ten closed deals.
- ☐ There is an agreed definition of a qualified lead that sales and marketing accept.
- ☐ Reporting shows pipeline contribution, not just traffic, impressions and followers.

Capacity and commitment

- ☐ There is in-house capacity, or budget for specialists, to execute an agreed plan.
- ☐ Leadership will hold a direction for two to three quarters before judging it.
- ☐ Marketing spend is treated as an investment with expected returns.

How to score it

Ten or more ticked

You likely need execution capacity or a specialist, not senior leadership.

Five to nine ticked

The sweet spot. A discovery workshop and a costed 100-day plan will move the needle fastest.

Four or fewer ticked

Start with diagnosis. Positioning, ICP and pipeline visibility come before campaign spend.

Want a second opinion on your answers?

Bluerock Consultancy provides fractional CMO and senior B2B marketing leadership in Ireland and the UK.
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