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GoslingMedia 

Fractional Marketing:

Full-Service Marketing Support at a 'Fraction' of the Cost

To build an efficient marketing operation, businesses need access to a wide range of specialists — from copywriters and web designers to SEO/SEA professionals, production, development, technology, marketing, and internal communications teams.



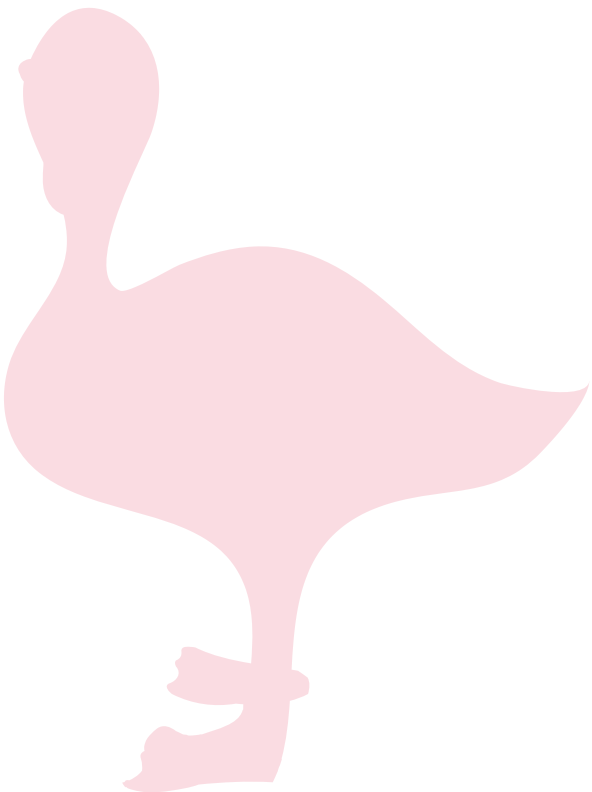
INTRO DUCTION

While it is possible to build such a large, multidisciplinary team in-house, the time and outlay needed to recruit, manage and provide ongoing training represent a considerable barrier to entry for most companies, not only small and medium-sized businesses.

The challenge for all companies is to focus marketing efforts and resources in areas where they will be (the most) effective. The challenge is even more significant for those organizations that do not have an internal marketing department or strategy.

Fractional marketing provides an exciting alternative by offering companies access to specialists across a comprehensive range of disciplines for the cost of as little as one full-time employee (FTE). In this eBook, we will set out a taste of Gosling Media's approach to marketing, including:

1. What We Mean by **Fractional Marketing**
2. A Step-by-Step Guide to **Our Fractional Marketing Approach**
3. Getting the Basics Right: **How To Build a Marketing Strategy That Works for You**



1.

What We Mean by **Fractional Marketing**

So evolved have marketing disciplines become, significant investment is required to compete, especially in the all-important digital sphere.

With so many marketing channels and tactics to consider—from Google Adwords to printed collateral, websites, and social media—it can seem impossible to know where to start.

Did you know that the average organization uses a staggering 91 different Martech tools?

(source: Chief Marketer)

Without access to the appropriate range of resources and guidance, the risk is an incomplete or scattergun approach that expends valuable time and effort with little measurable result.

This is particularly the case for those organizations with limited marketing resources in-house or those that outsource work to media agencies that only focus on one specific area.

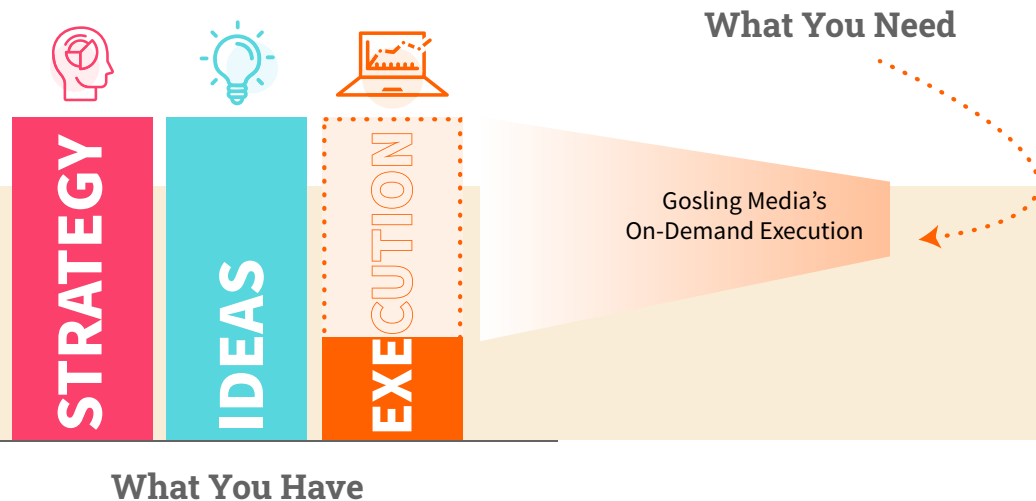
Through our 'fractional marketing' approach, Gosling Media offers an alternative model to B2B organizations. For the cost of one FTE, we provide clients with access to an entire team of resources and capabilities, covering all specialist marketing disciplines.



ON-DEMAND OR FULL SERVICE

Using these resources at the right time and in the right combination is crucial to our success. That's why we work with clients using both on-demand and full-service delivery models.

On-demand execution is most suitable for organizations with some marketing resources in-house. We support those clients with high-impact digital marketing, creative services, and content production across multiple disciplines. This enables clients to grab their audience's attention effectively across all relevant channels—even with a limited budget and resources.



For organizations with limited or no in-house marketing, our full-service fractional marketing solution delivers strategy, production, execution, and measurement, from creating or refining branding and messaging to charting the buyer journey and building a measurable omnichannel approach.

As importantly, we believe in taking an agile approach that follows proven workflows and best practices but isn't confined to using the same tactics and strategies for each client. In practical terms, this means delivering our services in 90-day cycles that comprise distinct planning, execution, optimization, and reporting stages.

In a Nutshell: 90 Days to Results

Stage 1: Plan

- Define objectives and key performance indicators
- Audit current assets and touchpoints
- Review or create buyer personas
- Define primary messaging

Stage 2: Orchestrate

- Content updates and production as needed
- Campaign asset production
- Email sequences and nurture streams
- Technical integrations and tracking setup

Stage 3: Execute

- Active campaign management on all channels
- Weekly reporting and real-time dashboards
- Email management
- Lead scoring
- Landing page testing

Stage 4: Optimize

- Mid-cycle data review
- Strategy and asset adjustments as needed

Stage 5: Review and repeat

- Campaign ROI
- Audience insights

Making a BIG Difference

Using this approach for one B2B software and services client, Gosling Media delivered 5,075% growth in website traffic, 317% growth in LinkedIn followers and 938% growth in post engagements, 65% growth in website leads, and 104.5% growth in pipeline deals over 12 months (four cycles). [Read our case study](#)



2.

A Step-by-Step Guide to Our Fractional Marketing Approach

From content audits to messaging definition, asset creation, and amplification, we don't sell by numbers but instead focus on what will be most effective for our clients.

Using our fractional marketing model, we provide flexible access to our full-service marketing capabilities, providing everything clients may need from a single point of contact. As hands-on experts in execution, we deliver projects quickly to learn and iterate, driving transformative results faster for businesses.



Gosling Media has quickly become an extension of our Marketing team. They're available on-demand to provide the strategic and tactical support we need.

— Carole Offredo, CMO, Dataiku



DISCOVER OUR COMPREHENSIVE PROCESS

Stage 1: Planning to Succeed

Defining objectives and key performance indicators is the key first stage of our fractional marketing approach, including reviewing or creating buyer personas and defining primary messaging.

To inform this, we audit current assets and touchpoints to identify the following:



Corporate Positioning: Company mission/vision/positioning/brand values and competitor intelligence;



Assets: Messaging narratives, branding, content, case studies, videos, and sales support;



Strategy: Buyer personas, content pipelines, and product marketing;



Website: Design, content, blog, resources, SEO, mobile, page speed, and code quality;



Martech: CRM, web forms/landing pages, marketing automation and email campaigns, social media scheduling, and A/B testing and personalization;

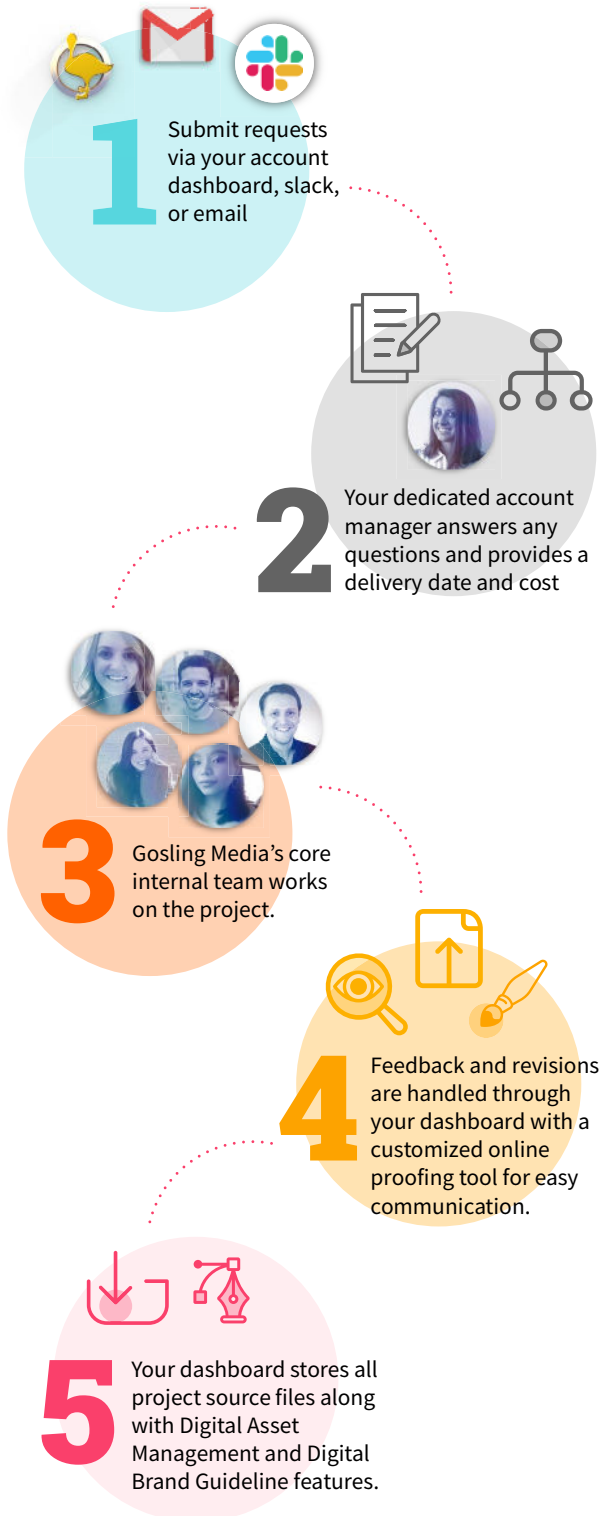


Channels and Tactics: Reputation management, SEA and paid campaigns, retargeting, and PR; and



Measurement and Reporting: Website analytics, opportunity tracking, and marketing dashboards.

Where assets and touchpoints already exist, we work to optimize and amplify them; where they do not, we create them.



HOW WE HELP BRANDS TELL THEIR STORY

While a company knows its product and how it can solve people's problems, it can be easy to miss the simple explanations needed to get people to understand what you do with clarity and speed. That's why our next step is to work with clients to create or refine buyer personas and define primary messaging. To do this, we use the Storybrand framework, a structure favored by screenwriters, to create brand narratives that are easy to consume and remember.

This approach enables us to plan marketing strategies across the entire buyer journey as it informs the choice of content and channels to reach, act, convert, and engage our target audiences.

It also provides the basis for us to review and recommend updates to all owned channels (websites, social media, email templates) to ensure consistency in messaging and approach.

Buyers will often visit websites and social channels before signing up for a service or purchasing a product, so delivering a consistently high-quality experience across all channels from day one is vital.

Stage 2: Doing More With Less

We orchestrate our approach to deliver a consistent and compelling user experience across all relevant channels. That means providing content updates and production as needed to existing assets and creating new ones for strategic campaigns, email sequences, and lead nurture streams.

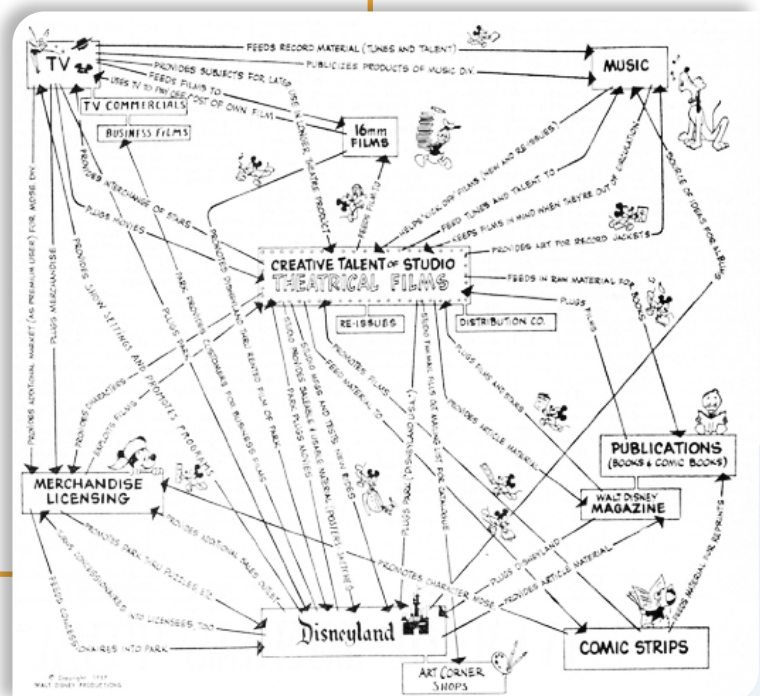
We harness leading marketing technology (Martech) to automate and amplify content and to provide tracking to measure return on investment (ROI) as we move into the execution and optimization stages.

Our work on buyer personas in the preparatory stage also informs our orchestration activities by enabling us to customize and personalize content and drive response. This includes preparing targeted calls to action, from newsletter sign-ups to landing page traffic and conversions.

In addition, we seek to maximize the use of all content by splitting it up and repurposing it to fit a variety of channels, just like Disney.

Lessons From Disney

We aim to win attention across every channel with valuable content—just like Disney. By using a primary asset (such as a white paper or video) to build derivatives (blogs, email campaigns, landing pages, infographics, social posts, paid media), we can amplify the reach of content, minimizing effort while maximizing value.



Stage 3: Omnichannel Execution

In the execution stage, we implement and actively manage campaigns across all agreed channels, tracking success through weekly reporting and real-time marketing dashboards.

Depending on the client's needs, this will require a combination of targeted conversion-focused and brand awareness activities for existing customers and new prospects across owned, earned, and paid channels.

OWNED

Email

- ABM/Outbound
- Newsletters
- Automated nurture streams

Website

- Product content
- On-site promotions

Search/SEO

- Technical
- Content
- Backlinking
- Guest posting

Content

- Blog posts
- Long-form content
- Video and other formats

Social Media

- Facebook
- LinkedIn
- Twitter
- YouTube

Sales enablement

- Product one-sheets
- Sales decks and materials
- Case studies

EARNED

PR

- Press releases
- PR Newswire
- Media coverage
- Reporter outreach

Social

- Engagements:
- Facebook
- LinkedIn
- Twitter
- Instagram
- YouTube

Referrals

Content Sharing

- Syndication
- Influencers

PAID

Direct Buys

- Trade publications

Paid Social:

- Facebook
- Promoted posts
- LinkedIn
- Promoted posts
- InMail
- Display advertising

Paid Search/SEM/PPC

Video Advertising

Native

- Sponsored posts
- Promoted content

Display

- HTML5
- Retargeting

Execution: See Some Examples of Our Work

Videos:

Botify Overview

Frame.ai 30-Second Commercial

Interactive:

Botify Interactive White Paper

ROI Calculator Zest AI

Interactive eBook for Exponential

Graphics and Branding:

Botify 3D Graphics Web Design and Build

DeepIntent Website and Branding

3D Platform Graphic for TrueData

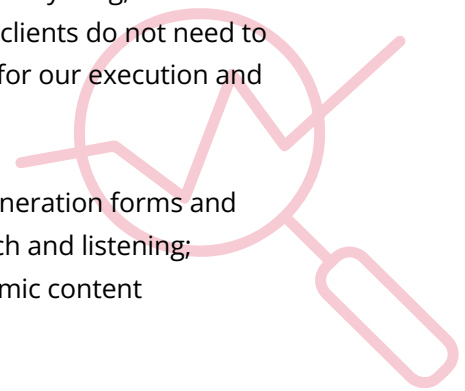


Stage 4: Data Insights That Optimize Activities

We believe in the importance of moving fast and measuring everything, so we have partnered with leading technology platforms to ensure clients do not need to worry about managing vendor selection, training, and setup for our execution and measurement tools.

These include tools for email marketing, automation, lead generation forms and lead scoring; social media scheduling/automation, social reach and listening; landing page creation, A/B and multivariate testing and dynamic content replacement; and SEO site audits and performance tracking.

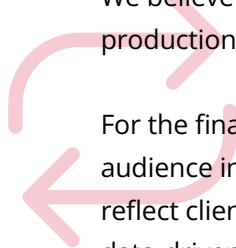
Tracking is centralized into one custom dashboard to provide easy access to the aggregated website, social, and marketing technology KPIs. In addition, we run mid-cycle data reviews to assess and adjust strategies and assets where required.



Stage 5: Why We Review and Repeat In 90-Day Cycles

We believe that success is a moving target, so our process for marketing strategy, production, and execution is in constant evolution.

For the final stage of our 90-day marketing cycle, we review campaign ROI and audience insights to measure response and find ways to adjust our approach to reflect clients' evolving priorities, react to audience feedback, and capitalize on data-driven success.



3.

Getting the Basics Right: How To Build a Marketing Strategy That Works for You

There are many channels and tactics to consider when building your marketing strategy and thousands of ways to implement them. How do you grab an audience's attention in a competitive market?

At Gosling Media, we believe that it all begins with the foundations. That's why we focus first on establishing a consistent and high-quality experience across your website, social media presence, and content. Once we get those basics right, you will have a solid platform from which to grow.

When it comes to resources, remember that less can sometimes be more. By focusing on a limited number of tools and assets, you can target and amplify your content effectively. And by focusing on reporting and results measurement, you can track what's working in real-time to update and optimize as you go.

Your Business Has An Amazing Story To Tell!

Get the guidance and services you need to dominate the market with strong branding, clear messaging, and innovative content.



Schedule
a call!





Thank you!

www.goslingmedia.com