

DOMORRE

WE'RE NOT A MARKETING AGENCY

WE'RE YOUR MARKETING DEPARTMENT'S
SOLUTION FOR GROWTH

2025

DOMORRE.COM



CONSIDER US YOUR CHIEF MARKETING OFFICER

(AT A FRACTION OF THE COST)

A Fractional Chief Marketing Officer (FCMO) is a highly experienced marketing professional who works with your business part-time or on a project basis.

They bring the expertise of a seasoned Chief Marketing Officer (CMO) without the expense of hiring a full-time executive.

If your company needs strategic marketing leadership but isn't ready for a full-time CMO, a FCMO provides the guidance, expertise, and action plan to help your department scale and succeed.

**A Fractional Chief Marketing Officer is your
Marketing Department's solution for growth...
*at a fraction of the cost.***

AS YOUR FRACTIONAL CHIEF MARKETING OFFICER

WE PROVIDE:

STRATEGIC MARKETING LEADERSHIP

- Assessing your current marketing efforts and identify gaps.
- Developing a custom marketing strategy aligned with your business goals.
- Guiding your team in executing campaigns that deliver results.

MARKETING TEAM OVERSIGHT

- Leading, mentoring, and managing your in-house marketing team.
- Ensuring everyone is aligned and focused on high-priority initiatives.
- Providing access to expert insights, tools, and resources.

VENDOR ADVOCACY & VETTING

- Acting as your advocate in meetings with current vendors, evaluating the quality of services provided and ensuring you're getting fair value for what you're paying.
- Vetting potential vendors thoroughly and/or providing access to our extensive network of pre-vetted, trusted partners, saving you time and ensuring the best fit for your needs.

ROI-FOCUSED CAMPAIGN PLANNING

- Building campaigns designed to maximize your marketing spend.
- Optimizing strategies for higher returns and measurable results.
- Tracking performance metrics and adjust tactics as needed.

BRANDING & POSITIONING EXPERTISE

- Strengthening your brand identity to stand out in your industry.
- Clarifying messages to better connect with your target audience.
- Developing creative ways to differentiate your business from competitors.
- Providing rebranding assistance, if necessary.

ACTIONABLE INSIGHTS & REPORTS

- Providing detailed reports on marketing performance.
- Delivering practical recommendations for ongoing improvement.
- Preparing your team to confidently handle future marketing challenges.



WHAT'S THE COST?

Each package is designed to meet you where you are and provide scalable support as your business grows.

Whether you need foundational guidance or a full-on marketing partner, our services adapt to help you achieve lasting success.

OPTION 1:

\$5000/mo.

*3-month minimum,
billed monthly*

*For businesses seeking
foundational strategic
support and guidance.*

- Weekly team meetings.
- Monthly strategic planning sessions to identify and address key business challenges.
- Development of a tailored marketing roadmap with clear objectives and timelines.
- High-level guidance on campaign creation and implementation, ensuring your efforts align with business goals.
- Access to a network of trusted vendors for marketing tools, creative services, and technology needs.

OPTION 2:

\$7500/mo.

*3-month minimum,
billed monthly*

*Ideal for those ready to
scale their marketing
efforts with hands-on
leadership.*

- Bi-weekly strategy check-ins to monitor progress and adapt tactics as needed.
- Marketing team mentoring to enhance performance and build internal expertise.
- Hands-on support in designing and optimizing campaigns for ROI with actionable insights.
- Comprehensive vendor vetting and advocacy to ensure you're working with the best partners and receiving fair pricing.
- Regular performance reporting to measure results and guide future efforts.

OPTION 3:

\$10,000/mo.

*3-month minimum,
billed monthly*

*Designed for those that
need full-scale marketing
leadership and execution
support.*

- Comprehensive strategy development for long-term growth, complete with detailed execution plans.
- Hands-on leadership in guiding campaign implementation and team collaboration.
- Team training sessions to empower your staff with cutting-edge marketing knowledge and tools.
- In-depth vendor management and advocacy, acting as your representative in negotiations, evaluations, and performance reviews.
- Exclusive access to pre-vetted partners and specialized resources from our vast network of connections.
- Priority on-demand access to your FMO for immediate advice or troubleshooting.
- Advanced data analytics and reporting to track key metrics, refine strategies, and showcase ROI.

**Let's Get
Started!**

CONTACT OUR FOUNDER:

Crystal Childs
crystal@domorre.com
Text: 413-233-6941

DOMORRE

MEET THE TEAM.



CRYSTAL CHILDS
FOUNDER, FCMO,
MARKETING CONSULTANT



KAREN ROSSETTI
PARTNER, FCMO,
MARKETING CONSULTANT



NOELLE MEADE
MARKETING
CONSULTANT



KRYSTAL CARVALHO
DIGITAL MARKETING
MANAGER



MIA KOTALIK
WEB
DEVELOPER

DOMORRE.COM

DOMORRE

LET'S CHAT

DOMORRE.COM