



Unlock your Business Growth with On-Demand Marketing Leadership



Are you ready to elevate your business but missing marketing expertise?

At H2H Collective, understand that hiring a full-time Chief Marketing Officer (CMO) isn't always feasible. That's why we offer Fractional CMO Services—expert marketing leadership on demand, tailored to your business goals and budget. With our subscription-based model, you get senior-level marketing expertise without the cost or commitment of a full-time hire.

With over a decade of experience in B2B marketing and the ICT industry, H2H Collective delivers expert-driven strategies that fuel business growth. We blend deep industry insight with innovative marketing solutions to create impactful campaigns that drive real results. Partner with us to unlock your business's full potential through tailored, data-backed marketing strategies that align with your goals. Let's grow together.



Why Choose our Fractional CMO Services?

Expertise without Full-Time Commitment

- Access senior-level marketing leadership without the cost of a full-time hire.
- Benefit from deep industry experience and proven growth strategies.

Custom Tailored Strategies

- Get personalized, ROI-driven marketing plans aligned with your business goals.
- Stay competitive with data-backed decisions and cutting-edge tactics.

Scalable & Flexible Engagements

- Choose service levels that match your needs—from project-based to ongoing support.
- Scale services as your business grows, ensuring continuous marketing momentum.

Cost effective & Result Oriented

- Pay only for the expertise you need, reducing overhead costs.
- Focus on campaigns that drive measurable business results and long-term ROI.

Seamless Team Integration & Knowledge Transfer

- Align marketing, sales, and operations for unified business growth.
- We build infrastructure, train teams, and ensure continuity even after our engagement ends.

OVERVIEW OF OUR SERVICES

STRATEGIC LEADERSHIP

- Marketing Vision & Roadmap
- Brand Positioning & Messaging
- Competitive & Market Analysis

GROWTH STRATEGY & PLANNING

- Go-to-Market (GTM) Strategies
- Product/Service Launch Campaign
- Customer Acquisition & Retention Plan

CAMPAIGN DEVELOPMENT & EXECUTION

- Multi-Channel Campaign Strategy
- Demand Generation & Lead Nurturing
- Content Marketing & Social Media Management

REVENUE & PERFORMANCE OPTIMISATION

- Marketing & Sales Alignment
- Conversation Rate Optimisation (CRO)
- Marketing ROI Analysis & Forecasting

TEAM & PROCESS ENABLEMENT

- Marketing Team Leadership & Mentoring
- Process Automation & Workflow Setup
- Vendor Management & Partnership Development

Why These Pillars Matter:

Each pillar works cohesively to create a comprehensive marketing leadership framework, ensuring businesses receive end-to-end marketing expertise tailored to their unique growth objectives.

OTHER SERVICES:

- DATA DRIVEN INSIGHTS & ANALYTICS
- BRAND & MARKET EXPANSION
- CUSTOMER EXPERIENCE & LOYALTY

Our Subscription Tiers



ESSENTIAL PLAN

Best for Startups & Small Businesses

- Monthly strategy sessions
- Marketing audits & insights
- High-level action plans

GROWTH PLAN

Best for Expanding Businesses

- Custom marketing strategy
- Campaign management
- Quarterly performance reviews

PREMIUM PLAN

Best for Scaling Enterprises

- Full CMO leadership
- Team management & execution
- Dedicated performance dashboards

Why Choose Us?

- ✓ Expertise: Access senior marketing leadership without the overhead.
- ✓ Flexibility: Scale services up or down as your business grows.
- ✓ Results-Driven: Focused on measurable ROI and long-term growth.

How It Works

1. Choose Your Plan
2. Get a Dedicated CMO & Expert Team
3. Implement, Measure, and Grow!

📞 Get in Touch Today!

Ready to drive your business growth with expert marketing leadership?
Let's Build Success Together! 🚀

BOOK YOUR
DISCOVERY CALL

