



reveal consulting

Interim & Contract CMO

CONSISTENT MARKETING EFFORTS GROW REVENUES. WE HELP COMPANIES SPOT AND SEIZE OPPORTUNITIES.

Momentum. You either have it or you don't. In marketing, momentum means your firm is generating consistent revenue from existing customers and has a solid lead nurturing pipeline that results in forecastable new business growth.

If you're looking to keep marketing efforts on track, realign marketing and business initiatives, improve marketing processes, or establish a marketing culture in your organization for the first time, Reveal Consulting can help.

Our interim and part-time CMO programs provide access to seasoned experts at reasonable rates. These dedicated professionals integrate seamlessly with your team and hit the ground running to start making an impact on day one. You can leverage senior level expertise for as long as you need while keeping fixed costs in line with business realities.

"Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."

—Peter Drucker

When You Need to Call

- You don't have a CMO or senior marketing director but need a consistent marketing and lead generation effort
- Your CMO or director of marketing is planning a long-term leave
- You need a seasoned marketing leader to continue initiatives while searching for a full-time candidate
- You want to create or expand a marketing department but need help defining staff positions and vetting candidates
- You need to extend marketing staff for a specific project, product launch, or new market outreach
- You need outside perspective on rebranding, market research, or business/marketing alignment
- You want to create a marketing strategy and culture from scratch
- You want to supplement a partner assigned to marketing with consistent implementation support

What is an Interim or Contract CMO?

Reveal Consulting provides a single, highly experienced marketing expert who will work directly with you and your leadership team to plot strategic goals and cost-effective programs to achieve them. They can be assigned to your firm as a full-time fill-in or as a part-time permanent adjunct team member. It's your call.

We focus on delivering your objectives and will carry out the projects that are most important to your business goals, from planning to completion. We can work remotely or on site to create urgency and spur momentum.

CMO services from Reveal Consulting make sound business sense too. The fees and time-frame are agreed upon up front, so there are no surprises. And, you can stop the service at any time. If you need an interim marketing solution, whether it is for three months or three years, Reveal Consulting has the answer.



What You Can Expect From Reveal

- Rapid Start – Our marketing experts have the experience and resources to hit the ground running, making an immediate impact.
- Solid Strategy – We recommend cost effective, timely strategies that align marketing efforts with business goals.
- Outcome Orientation – We employ proven tactics, aggressively follow-through to ensure plans succeed, and measure outcomes against expectations.
- Project Management – The CMO ensures that projects stay on time, on message and on budget, regardless of the complexity or number of outside vendors involved.
- Deep Pool of Resources – In some cases, we'll look to outside experts for tactical support. Reveal has worked with many top-quality providers and can quickly access the skills needed to deliver on your marketing goals.
- Unique Perspective – Reveal's CMO consultant brings your team an outside view based on their experiences of working on scores of other successful client projects.



Great artists reveal the statue that lies inherent in the slab. Likewise, Reveal Consulting brings out your firm's true potential.

Use Reveal's Interim Marketing Executive to: Capitalize on Market Opportunities, Optimize Your Marketing Efforts, Accelerate Your Marketing Objectives, and Grow Your Profits

Interim and Contract CMO Services



Don't let your marketing momentum stop!

Visit revealconsulting.com/CMO or call 317.578.1440 to see how we've helped others, read past clients' thoughts on Reveal Consulting, and learn how we can help your firm thrive too.