



MATHLETE
MARKETING

Premium Package

Your Full Marketing Department—Strategy, Execution, and Results

What's Included

For businesses ready to go all-in on marketing, the FULL-SERVICE package offers executive-level leadership and hands-on execution. We act as your marketing department—building strategy, running campaigns, managing tools, and keeping the whole thing moving.

This package includes:

- ✓ Fractional CMO services
- ✓ Complete marketing execution
- ✓ Marketing technology stack setup and support
- ✓ Unlimited consultation access

Onboarding Workflow

Step 1: Executive Onboarding

Welcome Email

- Warm intro from Mathlete
- Detailed overview of what's included
- Link to Executive Intake Form
- Setup of shared folder/workspace (e.g. Google Drive or Notion)
- Calendar link to schedule the kickoff call

Executive Intake Form

- Business goals, leadership team structure, sales model, target audience, competitive landscape
- Current marketing resources, tools, and pain points
- Key initiatives or priorities for the next 90 days

Kickoff Strategy Call (Week 1)

90-minute deep dive with Margaret

- Review intake form
- Align on goals, pain points, and team dynamics
- Identify marketing gaps and quick wins
- Set preferred cadence for check-ins and executive reporting
- Begin developing the 90-day marketing roadmap

Onboarding Workflow

Step 2: Strategic Leadership Setup

Fractional CMO Integration

- Mathlete joins your team as your outsourced marketing lead
- Establishes marketing priorities aligned with business objectives
- Interfaces with founders, sales, product, or internal teams as needed
- Builds and maintains the full marketing roadmap

Strategic Marketing Plan

- Created within the first 2–3 weeks
- Includes:
 - Go-to-market strategy
 - Target audience + personas
 - Recommended channels and tactics
 - Key messages and positioning
 - Budget guidance (if applicable)
 - 90-day and 6-month tactical plans

Step 3: Marketing Technology Stack Setup

MarTech Assessment & Setup

- Audit of your current tools, logins, and platforms
- Recommendations for CRM, email, automation, analytics, etc.
- Setup or cleanup of marketing systems
- Vendor communication and coordination (if needed)
- Documentation and training for your team

Step 4: Full-Service Execution

Content & Campaign Development

- Ongoing content planning and creation
- Copywriting, asset direction, and campaign development
- Includes blog posts, newsletters, email nurtures, social posts, lead magnets, and more
- Execution of campaigns across platforms (email, web, social, light paid)

Lead Gen & Funnel Management

- Funnel strategy, automation setup, and optimization
- Development of email automations, welcome series, and nurture tracks
- Light paid campaign strategy or management (as applicable)
- Coordination with sales to ensure handoffs are working smoothly

Brand Oversight

- Messaging consistency across channels
- Ongoing refinement of voice and tone
- Light design direction or creative project management

Onboarding Workflow

Step 5: Reporting, Consultation & Growth Support

Executive Dashboard + Monthly Reports

- Custom dashboard tracking key marketing KPIs
- Monthly summary of execution + results
- Conversion and funnel metrics (where data is available)
- Recommendations for adjustment or scaling

Priority Consultation Access

- Strategy sessions, feedback calls, and decision support
- Brainstorming, campaign reviews, messaging workshops
- Slack, email, or Zoom – whenever you need input
- Option to participate in internal or external team meetings

Optional Add-Ons (Available Anytime)

- Sales & marketing alignment sessions
- Competitive positioning research and battlecards
- Hiring support for internal marketing roles
- Custom-designed brand assets
- PR or awards program coordination