

Checklist: Is Your Company Ready for a Fractional CMO?

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This checklist helps founders and CEOs determine whether the company needs an external marketing leader at the executive level, or if the challenge can be addressed differently.

Rate each item: **Yes / No / Partially**. If you have 10+ "Yes" answers, a Fractional CMO is likely to deliver meaningful impact.

SECTION 1. STRATEGY AND FOCUS

1. The company lacks a unified marketing strategy — there are scattered activities with no cohesive logic.
2. The founder or CEO makes most marketing decisions personally because there is no one else to own them.
3. The company has grown, but marketing still operates the same way it did at the early stage — without a system or scalability.
4. There is no clarity on which channels actually drive revenue and which just create noise.
5. The GTM strategy is either missing or hasn't been updated in over 6 months.

SECTION 2. TEAM AND MANAGEMENT

6. There is no senior marketer on the team who can build the function, not just "run channels."
7. Hiring a full-time CMO is currently too expensive or premature for the company's stage.
8. A marketing team exists, but it lacks a strategic leader to set priorities.
9. The team is overloaded with tactics: too many tasks, too little impact, no clarity on focus.
10. Agencies and contractors are engaged, but no one manages them as a system.

SECTION 3. PROCESSES AND OPERATING RHYTHM

11. There is no regular weekly/monthly marketing review tied to business objectives.
12. Decisions are made reactively — "let's try this" — without a prioritization framework.
13. Marketing KPIs are not linked to revenue or unit economics.
14. There is no operating cadence — a rhythm in which the team plans, executes, and course-corrects.
15. Marketing and sales (or product) operate in separate realities.

SECTION 4. GROWTH AND SCALING

16. The company is planning to enter a new market or segment and needs a GTM plan.
17. Growth has slowed, and it's unclear whether the issue is channels, product, or positioning.
18. Marketing needs to be rebuilt quickly: new strategy, new team, new rhythm.
19. There is a marketing budget, but no confidence it is being spent effectively.
20. The company needs a mature marketing voice at the board or leadership team level.

HOW TO INTERPRET YOUR RESULTS

"YES" ANSWERS	WHAT IT MEANS
0-5	You likely need a strong Head of Marketing or targeted consulting
6-10	There are areas where a Fractional CMO can help — worth discussing the format
11-15	A classic Fractional CMO scenario — the company has outgrown its current marketing setup
16-20	Critical need — marketing is holding the business back, an executive reset is required

NEXT STEP

If your score is 10+ — request a short fit-check: belov.marketing

A 30-minute call to understand your context and determine which engagement format will deliver the most leverage.