



MARKETING LEADERSHIP AS A SERVICE/ FRACTIONAL CMO



STRATEGIC MARKETING WITHOUT THE OVERHEAD

Nicole Wallace MLaaS isn't just about marketing- it's about **business growth and alignment**. When sales, marketing, and leadership work together and **focus on driving business goals**, manufacturers and industrial companies can increase efficiency and drive revenue. My focus is on **overall strategy**, not just individual tactics. **Here's an overview:**



SETTING THE FOUNDATION

Marketing Playbook Development

- Craft detailed documented strategy including a tailored go-to-market strategy. Step by step plans with quarterly check-ins to ensure goals are being met.



GETTING ALIGNED

Sales & Marketing Alignment Consulting

- Unified Team Integration: Bridge gap between sales and marketing teams
- Sales Enablement: Equip your team with tools, processes and messaging needed, including CRM optimization and ABM tactics.



BUILDING THE CONTENT ENGINE

Content Strategy, Lead Gen & Technical Storytelling

- Complex made clear: translate intricate product features & concepts into compelling narratives, including use of video strategy.
- Content Strategy: blogs, videos, emails, social, paid, tradeshow--multi-channel strategy that supports your buyers journey and builds authority. Multi-purpose and re-purpose content strategy.
- Lead Gen: Tactics to focus on for high quality leads
- 24/7 Sales Website: Only 12% of buyers consult a sales rep in early buying stages. You must support this online research with the right messaging at the right time by leveraging your website.



INTEGRATING AI

I've done the research so you don't have to: helping you manage digital transformation

- AI-Powered tools: identify and integrate AI platforms to optimize your processes and boost efficiencies.





Why Your Company Needs This, Especially if You're a Lean Marketing Team:

Executives in manufacturing and B2B don't need more noise—they need clarity, leadership, and a marketing strategy that's directly tied to revenue goals. A Fractional CMO delivers that, without the overhead of a full-time executive.

Strategic Top 5 Reasons To Use a Fractional CMO/MLaaS:

1. Senior-level strategy without the full-time cost.

- You get the same brainpower of a \$250K+ executive for a fraction of the price.

2. Objective, external perspective.

- Not involved in internal politics or legacy processes.
- Fresh ideas and accountability.

3. Speed to value.

- Fractional CMOs hit the ground running—no months-long ramp-up.
- Immediate assessment, roadmap, and execution.

4. Integration with sales and ops.

- No marketing "noise" --just alignment with operational goals and sales targets.

5. Custom-fit playbook and systems.

- Not generic tactics. You get a tailored roadmap based on YOUR tools, team, and growth goals.

My strategic approach has been crafted as a result of many years serving in both internal marketing roles and in agency settings.

Unlike traditional agencies that focus on tactics, I provide an executive-level, holistic strategy—ensuring sales, marketing, and executive teams are fully aligned.

Schedule a Free Strategy Call: email me at nikki@nikki-wallace.com