



How A Fractional Marketing Team Will Help Your Brand and Business.

A Guide by NexLaunch



Companies, both large and small, often find themselves grappling with the question of whether to build an in-house marketing powerhouse or embrace the flexibility of a fractional approach. The dichotomy between these choices raises issues that businesses must look at to ensure a marketing strategy that not only meets the demands of the market but also aligns seamlessly with the company's overarching goals.

In modern business, the concept of a fractional marketing team has emerged as a strategic response to the ever-evolving landscape of consumer engagement.



What Is A Fractional Marketing Team?

A fractional marketing team is a concept that challenges the traditional notion of a fully in-house marketing department. Instead of relying solely on a dedicated internal team, companies opt for a more flexible and scalable approach by assembling a fractional team. This team is composed of external specialists and experts who work on a part-time or project-specific basis, providing their skills and services to meet the company's marketing needs.

See it like this, most businesses don't have enough money to invest in a full organization behind marketing, they might have to start somewhere and with a group of professionals in the subject. By leveraging fractional marketing teams, businesses can tap into a diverse range of talents without the long-term commitment and costs associated with maintaining a full-time, in-house marketing staff. This approach allows companies to adapt swiftly to changing demands, bringing in niche expertise when required and optimizing resources more effectively.



Book a Discovery Call and get to know our [Fractional Marketing Team](#) at NexLaunch, which allows you to solve problems quicker and increase your output at a fraction of the cost of hiring full-time staff.



Fractional vs. Full-Time

The choice between fractional marketing and full-time marketing hinges on a company's specific needs, goals, and resources, especially the financial aspect. Intriguing insights examining this final aspect of engaging fractional marketers versus full-time hires reveal:



A fractional marketing team, comprising two to four experts, entails an annual cost ranging from \$68,000 to \$102,000.

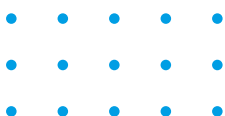


In contrast, a full-time equivalent (FTE) marketing team of the same size incurs a significantly higher expense, ranging from \$250,000 to \$500,000 annually.

Comparing these two options, the disparity in cost amounts to \$148,000, equating to a substantial 59% savings when opting for the fractional marketing team.

The cost-effectiveness of a fractional marketing team stems from various factors. Unlike FTEs, the budget for a fractional team primarily covers annual salaries, eliminating additional expenses such as benefits, payroll taxes, paid time off (PTO), and infrastructure. Moreover, the recruitment process for FTEs involves expenditures on interviewing, training, and onboarding, contributing to the overall higher cost. In contrast, a fractional marketing team sidesteps expenses related to vacation pay, health insurance, and instructional time, further enhancing its economic appeal.

In our current marketplace, keeping your marketing budget in check is crucial to increasing bottom-line results for your company and team.





Analysis Of Benefits Fractional Marketing vs. Full-Time Hires

Let's delve into the advantages of outsourcing marketing to fractional marketers compared to employing full-time equivalent (FTE) marketers.



Increased Flexibility And Scalability



Engaging an in-house marketing team necessitates a committed financial investment, irrespective of your business size. Conversely, a fractional marketing team operates on a pay-as-you-go model. You have the flexibility of a month-to-month contract, enabling you to assess the partnership's progress. Additionally, the adaptability to add or subtract services as needed enhances operational agility.

Access To A Wider Pool Of Expertise



While an FTE marketing team may comprise specific roles, a digital marketing strategy often demands diverse skills such as social media management, blogging, and SEO expertise. Fractional marketers offer access to a broader spectrum of industry knowledge. By engaging specialists in each facet of digital marketing, you ensure that every task is handled by an expert, avoiding the need for FTEs to operate beyond their core competencies.

Improved Efficiency And Productivity

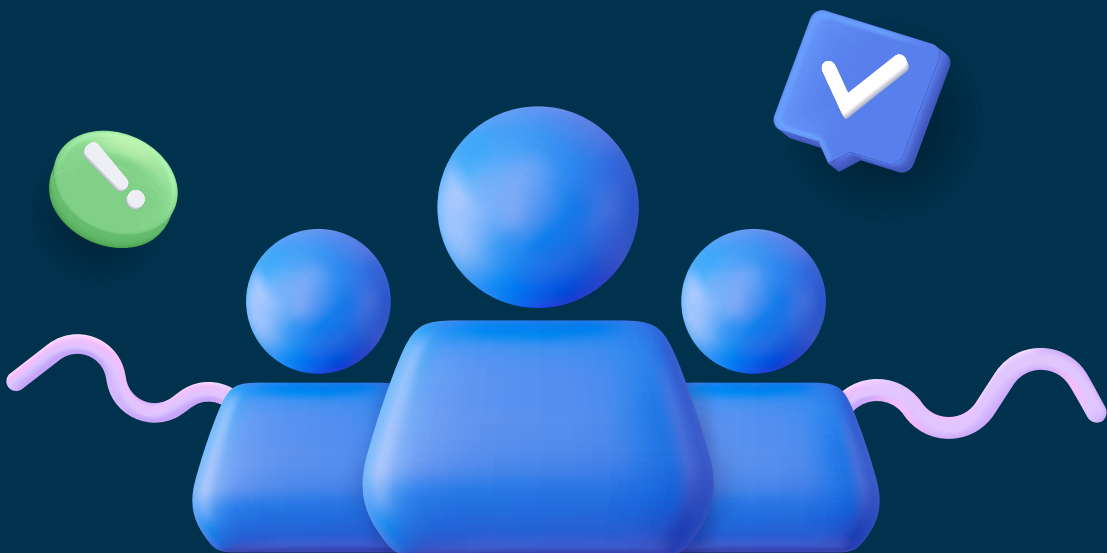


FTE marketers may face challenges in managing workloads during new initiatives, leading to potential delays or capacity limitations. Fractional marketers, equipped with comprehensive knowledge, resources, and personnel, oversee your entire strategy. They take charge of project and team management, ensuring your marketing needs are consistently met. This results in increased efficiency, accountability, and swift execution.

More Potential For Innovation And Creativity

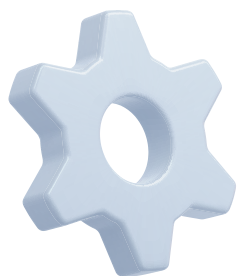


Daily involvement in business operations may limit the creative thinking of FTE marketers. In contrast, a fractional marketing team injects fresh perspectives into your marketing goals. Drawing from diverse experiences across various businesses and industries, fractional marketers foster strategic thinking and deliver creative solutions. Their objectivity introduces original approaches to initiatives like branding and graphic design, driving innovation in your marketing campaigns.





Problematics Solved By Fractional Marketing Teams:



Resource Optimization:

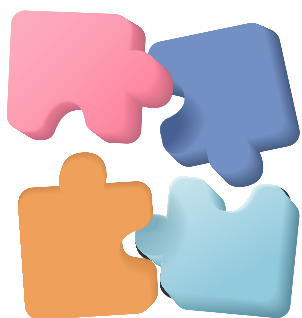
Fractional teams solve the age-old problem of resource underutilization.

Why pay for full-time roles when you can allocate resources precisely where and when you need them?



Innovation Injection:

Stagnation is the enemy of progress. Fractional teams inject innovation into your marketing strategy, bringing fresh perspectives and cutting-edge ideas without the risk of complacency.



Adaptability To Change:

In a fast-paced business environment, adaptability is key. Fractional teams offer the nimbleness required to swiftly respond to market shifts, ensuring your marketing strategy stays ahead of the curve.

Schedule a call and discover what our [Fractional Creative Team](#) can do for you and your business. Book your Discovery Call now!



Preferring Fractional Marketing Over Full-Time Hires?

Numerous factors drive the decision of businesses to opt for outsourced digital marketing rather than in-house marketing initiatives. Business executives frequently pursue a substantial return on investment (ROI) and aim for a competitive advantage, coupled with a dedicated focus on their projects.

Return On Investment (ROI)

Opting for a fractional marketing team is typically more cost-effective than hiring a full-time employee. While external marketing agencies may require fees, the overall expenses are lower due to reduced administrative costs. Moreover, there is no need to invest in equipment, technology, or continuous professional development.

Competitive Edge

Astute business proprietors recognize the paramount importance of sustained marketing efforts for business growth. Fractional marketing leaders, with a proven track record in aiding businesses like yours, possess the resources to formulate and implement your marketing strategy. Additionally, they can revive a stalled plan, overcoming time and budget constraints.

Devoted Attention

Fractional marketers bring specialized expertise to focus on distinct marketing projects. Whether deploying a content marketing strategy or initiating a rebranding campaign, they commit themselves to your business objectives. Keeping abreast of the latest industry trends, this dedication ensures the optimal execution of your marketing plan.



For example, a company that can successfully implement a fractional marketing team can be a tech startup in the e-commerce sector. Imagine a startup facing the challenge of launching a new product line and expanding its market presence within a tight budget and timeline. Instead of hiring a full-time, in-house marketing team, this startup opts for a fractional marketing approach.

They bring in fractional experts, including a seasoned digital marketer, a social media strategist, and a content creator, each specializing in their respective fields. This allows them to benefit from a diverse skill set without the long-term commitment and overhead costs associated with a full-time team.

The fractional marketing team can collaborate seamlessly, executing a targeted and results-driven campaign that contributes to the successful launch of the new product line and increases brand visibility. This agile approach empowers the startup to adapt to market dynamics efficiently while optimizing its marketing resources.



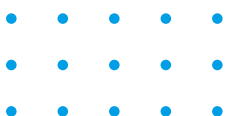


Trends And Outlooks On Fractional Marketing

As businesses continue the way through the ever-changing landscape of the digital age, the future of fractional marketing teams appears to be increasingly pivotal. The flexibility and agility offered by fractional teams enable companies to respond swiftly to market shifts, emerging trends, and dynamic consumer behaviors.

With a global workforce becoming more interconnected, the role of fractional marketing teams is likely to expand, allowing businesses to access specialized expertise from around the world without the constraints of geographic boundaries. As technology evolves, fractional teams may harness advanced tools and analytics to deliver even more targeted and data-driven strategies.

This approach not only optimizes costs but also fosters innovation by bringing in diverse perspectives and skill sets. In the future, we can expect fractional marketing teams to be integral players in helping businesses navigate the complexities of the modern marketplace, providing on-demand expertise to drive sustainable growth and success.



How NexLaunch Works With Your Team

By partnering with NexLaunch, we become a direct extension of your marketing team. We work directly with you and your team to achieve your goals and deadlines by supporting you along the way.



Launching A New Promotion Or Product?

We have a creative and strategic team that can build content around it.



Someone Is No Longer Part Of The Company?

Our development team can update and manage your website.



Want More Product Sales Or Leads?

We can set up, research, and launch conversion campaigns to increase sales and leads.

Work With Us!



You Get A Dedicated Team Of:



Graphic Designers



Video Editors



Media Buyers



**Social Media
Strategists**



Web Developers



SEO Strategists

You Have The Option To Customize Your Services From The Start

Our team of specialized marketing professionals will collaborate with you to ensure that your digital assets and campaigns achieve the desired results and get you over the finish line. As a digital marketing agency, we provide you with the flexibility to choose the services that best suit your business needs.

Book your Discovery Call and start your journey with us [here](#).

Our highly skilled professionals specialize in a range of areas, including design and digital marketing, enabling you to either focus solely on design or delve deeper into the realm of digital marketing.

With our expertise, we'll work collaboratively with you to help you achieve your business goals, ensuring that your digital assets and campaigns deliver measurable results that exceed your expectations.



Fractional Creative Team

You get a dedicated team of graphic designers & video editors depending on your needs. The entire team has experience in the Network Marketing industry and is certified by their specific expertise.



Website Design & Development

We understand the importance of a solid web presence, and our insight and expertise are available for every and any business. We can handle projects of any size, and you can rest assured that your results will always be exceptional.



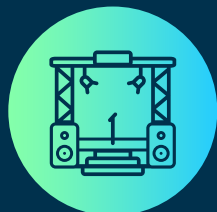
Paid Traffic & Lead Generation

Our team can design, create, manage, and optimize your campaigns, ensuring you get the exact results you are looking for. With our expertise in platforms, audiences, and creativity, we can create campaigns from scratch or improve the performance of existing campaigns.



Social Media Management & Strategy

We are ready to tackle your social media presence. Our engagement specialists are always ready to help, and we do far more than basic account management.



Live Event Production

No matter the scale or location of your project, we always have a team to assess and develop whatever is needed for the event to be successful. Our Team is a network of experts in different countries, making it possible to assist and give you support wherever it is required.



Funnel Builds & Automation

We'll help save you hours daily by automating some of your social tools so you can spend more time on your business. With marketing automation, you can reach customers at every stage of their journey. Bots are incredible for marketing, sales, and support, helping to grow ROI and revenue.



Search Engine Team

Crafting an effective content strategy is essential for SEO success. Our global team of content strategists and creators can plan, develop, and optimize content that aligns with your SEO goals.

As we conclude, one thing is crystal clear: these professionals are the architects of success in the dynamic realm of digital promotion. With their strategic prowess and innovative mindset, they expertly navigate the complex currents of marketing trends, ensuring that every campaign propels not only products but also brands to the zenith of recognition.

It's evident that a fractional marketing team is not just a group of professionals; it's a synergy of creativity, strategy, and unwavering dedication. In a world where visibility is paramount, these individuals don't just meet expectations; they redefine them, setting the stage for success in every venture they undertake. Here's to fractional marketing teams, where every fraction adds up to an infinite spectrum of possibilities.



About Us

Our mission is to offer digital marketing solutions to businesses and entrepreneurs so they can grow and thrive in business and life. We simplify and connect digital marketing to help produce rapid business growth.

Whether you are a startup or enterprise direct selling company, an entrepreneur, coach, or small business owner, we can help you produce effective digital marketing campaigns that drive more traffic, sales, and profit for your company.

Start Here Now!





What's Next?

Now that you know more about fractional marketing it's time to try it for yourself!

Schedule a Call

