

FRACTIONAL CMO + DONE-FOR-YOU EXECUTION

THE COAX MARKETING WHEEL

Marketing that moves from strategy to growth.

COAX gives growing organizations senior marketing leadership and the hands-on support to plan, produce, place, measure, and improve the work.

- **Clear direction**
Priorities, audiences, channels, and budgets aligned to the business.
- **Coordinated execution**
One accountable partner across internal teams, vendors, and platforms.
- **Measurable momentum**
Dashboards and regular analysis turn activity into better decisions.



We activate the channels your goals require - not a one-size-fits-all package.

LET'S TALK ABOUT WHAT'S NEXT

Book a Marketing Cafe Chat.

Bring your priorities, questions, and current marketing challenges. We will use the conversation to identify the clearest next steps and a right-sized path forward.

calendly.com/coax/marketing-cafe-chat

Prefer to explore first? coaxconsulting.com/calculator



SCAN TO BOOK A CALL

Services built around your priorities

Select one workstream or combine them

01 Strategy and fractional CMO

Priority setting, campaign planning, vendor coordination, and team collaboration.

02 Web, SEO and local visibility

Websites and landing pages, maintenance, SEO/GEO, citations, and GBP optimization.

03 Paid media and PR

Search and social ads, programmatic targeting, newswire, and print-media management.

04 Content, social and video

Brand content, blogs, social management, LinkedIn outreach, reels, and YouTube.

05 Sales enablement and automation

Workflow automation, database mining, lead nurture, process training, and CRM support.

06 Measurement and optimization

Analytics setup, dashboards, reporting, and channel-performance assessment.

A practical 90-120 day operating rhythm

01

DISCOVER

Goals + audience

02

PLAN

Roadmap + budget

03

EXECUTE

Coordinated delivery

04

IMPROVE

Measure + refine

Every monthly engagement is designed to include:

- Strategy and progress meetings
- Project and vendor management
- Secure project communication
- Analytics, reporting, and analysis

READY TO TALK THROUGH YOUR PRIORITIES?

Book a Marketing Cafe Chat.

Choose a convenient time or call 866-595-6710.

BOOK A MARKETING CAFE CHAT

EXPLORE FIRST: SERVICES CALCULATOR