Fractional CMO Service Tiers

Engagement Tier	Best For	Core Monthly Deliverables	Suggested Positioning / Pricing Anchor
1. Executive Advisory (Quarterback Tier)	Solo or small law firms and single-location medical practices with 1–2 vendors needing clear executive direction and budget protection.	• Monthly 90-Min Executive Strategy Session • Quarterly 90-Day Growth Roadmap • Monthly Vendor & Ad Spend ROI Audit • Direct Email & Slack Advisory Access to Nathan	**Part-Time Strategic Oversight** Typically $2,500 – $3,500 / month
2. Fractional CMO Growth Partner *(Most Popular)*	Multi-attorney law firms or growing multi-provider medical practices with internal staff and multiple agencies requiring active leadership.	• Bi-Weekly Leadership & KPI Accountability Meetings • Active Management of External Agencies & In-House Coordinator • AI Search (AEO) & Multi-Channel Attribution Architecture • Intake & Front-Desk Conversion Auditing	**Dedicated Fractional Leadership** Typically $4,500 – $6,500 / month
3. Fractional CMO + Done-For-You Execution	Law firms and medical practices that want Nathan as their Fractional CMO **plus** Finfrock Marketing's internal team handling full execution.	• Everything in the Fractional CMO Growth Partner Tier • Full Execution of AEO/SEO, Google Ads/LSAs, & Web Optimization • Unified Single-Team Accountability from Strategy to Signed Case / Booked Patient	**Custom Retainer** Executive Leadership + Agency Execution Bundle

Detailed Tier Breakdown & Scope Guardrails

Tier 1: Executive Advisory (Quarterback Tier)

Designed for managing partners and practice owners who want an experienced strategist reviewing their numbers, stopping agency waste, and charting the quarterly course without needing weekly vendor management.

- **30-Day Initial Diagnostic:** Comprehensive audit of Google Ads, Local Services Ads (LSAs), SEO/AEO visibility, website conversion rates, and historical Cost Per Acquisition.
- **Monthly Executive Review (60 Minutes):** Deep-dive leadership call to review KPI scorecards, hold existing vendors accountable, and reallocate budget toward high-margin cases or medical procedures.
- **On-Demand Executive Sounding Board:** Direct access to Nathan to vet new vendor pitches, software tools, or ad opportunities before you sign a contract.

Tier 2: Fractional CMO Growth Partner

Designed for scaling law firms and multi-provider medical practices that need Nathan embedded into their leadership cadence to actively run the marketing department, direct outside agencies, and mentor internal staff.

- **Bi-Weekly Leadership & Vendor Sprints:** Nathan leads bi-weekly strategy and accountability calls with your partners, practice manager, internal marketing coordinator, and third-party agencies.
- **AI Search & Answer Engine Optimization (AEO) Roadmap:** Active oversight of your transition into Google AI Overviews, ChatGPT authority citations, and local map pack dominance.
- **Intake & Front-Desk Pipeline Auditing:** Reviewing call recordings, lead response times, CRM/EHR tracking, and retainer/patient booking conversion rates so marketing leads stop leaking at the front desk.

Tier 3: Fractional CMO + Done-For-You Execution

For practices ready to replace fragmented vendors with a single, unified growth engine led by Nathan Finfrock and executed by Finfrock Marketing.

- **Complete Strategy + Production Alignment:** Eliminates the gap between C-suite strategy and daily technical execution across SEO, AEO, Paid Search, Social, and Conversion Rate Optimization.
- **Single Point of ROI Accountability:** One leadership cadence, one unified dashboard tracking Cost Per Signed Case or Cost Per Booked Patient, and one team responsible for results.