

As a fractional CMO, I provide an unbiased voice in developing strategies and plans that help your business compete and grow in an ever-changing market.

## When to Engage

- Business is flat, not growing
- No ROI on current marketing
- Your brand needs a refresh
- You lack market, competitive and customer insights
- Expanding into new markets
- Market is becoming more competitive



## Ideal Client

Small to middle-market companies, \$3 - \$75 Million, B2B or B2C; C-Suite (CEO, CFO, COO), President, Business Owner

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## Services

- Business and Marketing Consulting
- Market Opportunity Assessment
- Research - Voice of Customer
- Competitive Analysis
- Segmentation Analysis
- SWOT and VRIO Analysis
- Brand Strategy Assessment
- Positioning & Messaging
- Go-to-Market Strategies
- Customer Journey and Buyer Personas
- Market and Product/Service Plan Development
- Digital Marketing & Social Media Strategies
- Marketing & Sales Alignment



## Target Industries

- Software/Tech
- Finance/Banking
- Restaurant
- Food & Beverage
- Business Services
- Manufacturing/Distribution
- Apparel/Action Sports