

# 119 - Outsourcing Your CMO for Explosive Growth with Anfernee Chansamooth

## **Prologue 0:00**

Every CMO is gonna come with a particular specialty. Marketing is very diverse, as you know that, so you can have someone who's very strong at SEO, you might have a strong strong at PPC campaigns, you might have someone for me more in the branding awareness and that sort of messaging side of it, right? So that's my strength. There's, you know, you have someone who's more into business development or team development. So you have to understand, okay, where are your biggest gaps, and they're going to help you identify this stuff anyway. But really consider you know, if, what is our biggest problem right now, and then brainstorm some ideas on a list and go, 'Okay, whoever we hire needs to be able to address these one, two or three strategic things.

## **SEO Leverage Podcast Intro Music 0:46**

Welcome to the SEOLEverage Podcast, where we talk about search, marketing, and conversion.

## **Gert Mellak 0:56**

Welcome back to SEOLEverage.com. This is episode 119. And I've got a real good friend here on the show that gets mentioned actually quite a few times, lately on the episodes. Anfernee Chansamooth thanks for for coming again.

## **Anfernee Chansamooth 1:10**

Glad to be back Gert. How are you doing my friend?

## **Gert Mellak 1:13**

Doing really, really well, we already had you on the show on episode eight, I just looked this up I can't believe with so, so far ahead, I meant to have you back earlier. So we just need to schedule this in busyness, the regular regular recording, I think. You've got such a great experience, you're such a great guy, you have so much to share, we are in touch on on LinkedIn, very often. You're one of the best connectors of worlds and industries, I've ever met. So I really appreciate that you grab some time for us and we're going to talk about the CMO role today.

## **Anfernee Chansamooth 1:46**

Yeah, like I mean, it's a good place to pick up after Episode Eight, because obviously a lot has transpired halfway within the years, a year or so that we were lost doing the pod together. And I

have transitioned my role from you know, done for you article, writer, content writer, copywriter into what we're calling now a Fractional CMO service. And essentially, you know, for those who are unfamiliar with the phrase, think of your virtual CMO or virtual chief marketing officer, right, which is probably the more popular phrase, a fraction is just the new version of that 2023, okay?

**Gert Mellak 2:31**

It's important to renew the terminology a little bit sounds like fancier, right? I really, really liked this like this a lot, especially the fractional just indicates this is not a full time CEO, right. And there's like one, one question I want to direct and I'll let you speak, who actually needs a full time SEO? And who is going to have enough with a part time or fractional CMO?

**Anfernee Chansamooth 2:57**

Great question. And it's really why I did the pivot into this world because what I realized was fractional CMO is best suited for businesses that are, I would say they're in that small to medium size. Typically, I like to consider them established. So they already have some sort of marketing system in place. They typically also have one or two human resources on the team, whether it's a dedicated marketing assistant, or VA, typically. And then they may be, if they're a larger team, they may actually have a marketing manager or marketing coordinator in the team, right? Where it's not suitable are typically organizations that are large enough to hire in-house full time, like a full time marketing director or a full time marketing lead, right? So if the organization and the company is large enough that they can say, well, we just want to have you in-house full time, and pay all the benefits and all those kinds of things, then, typically, they won't need the services of a fractional, right?

**Gert Mellak 4:07**

Absolutely, absolutely. Absolutely. So small to medium size, somebody who, who probably has a few people already in the team that can actually execute. This brings me to a very important point. So what I hear all the time is, we have a marketing person that's going to work with us as an agency. So very often we work with SEO consulting with that marketing person, or ideally a marketing team, where we actually line up the strategy or discuss the strategy with the CMO if they think they have one. But I have this, this feeling that many people think it's enough to have one person for marketing and they might miss, I guess mistake, the CMO role for that marketing person that's going to upload post to their blog and and create Facebook images on Canva and then report on KPIs and do all the thing. What does an CMO actually do?

**Anfernee Chansamooth 5:00**

You're raising the distinction here Gert. So there's no, like hard and fast rule on what the CMO does, right? So typically, when we're talking about CMO, we're talking about a strategic thinker. So someone who's, who's working with the CEO, or the, you know, at the executive suite level, so we're talking about someone who's actually helping to paint the vision and drive the direction of the ship, okay? So whereas if you're talking, if you're thinking of just that, hey, this is a, all in one general purpose, marketing person that can do it all, everything from writing your content, to putting it onto WordPress, to doing your SEO, working with the agencies, you know, and also doing the strategy piece, that, that's rarely going to work out, right, because what we typically

find is you have the people who are there who can execute, and do that really well. And then you have people who have been more in the game longer and have more experience with actually working at a strategic level. And that's actually how I got here, you know, 10 years now that I've been in the industry is, I would not have been prepared to be a CMO in my first two or three years of doing marketing, because I wouldn't. I wasn't thinking at that level yet. I had to learn and develop the capability of looking at, you know, competitor analysis, looking at industry trends, looking at what's happening with technology, and having these types of conversations with the my clients at the time. And then also, the other thing that was obviously painfully clear in my situation was when I was just writing content for these clients, and they were small businesses typically didn't have a marketing person, they had just as the founder, right, the CEO, and then they might have had other team members who were helping to deliver whatever service they had, was that what we realized was, 'Oh, just putting content out there is not going to necessarily move the needle and bring us leads or bring a sales'. But we actually have to have some kind of strategic decision behind that and have you know, and when I'm talking about strategy, what I'm really talking about is, how are we going to win in our market, right? So you've got to have, it's like playing chess, and you've got, you know, all the other pieces on the board and you and your CEO are thinking about how do we actually make the right move to win, right. And I know that a lot of work you do from an SEO perspective, and when you're consulting, you're the one who is thinking as well with your clients, right?

**Gert Mellak 7:37**

Absolutely, absolutely. It's very similar, very similar to what we encounter here. So people very often come to me and say, 'Yeah, we have a VA, who has been doing SEO for a couple of years, and they handle all this, all this SEO stuff'. But they just see, okay, it's just not moving the needle, they do all the, all the right things, clients tell me but it's not moving the needle. And then we come in and say, whether you actually want to go, it's not enough to send this person on to a conference or get them a course and now just plainly execute and focus on uploading content and and ticking boxes on the Yoast plugin. Where do you actually want to go and when we try to work backwards and say, 'Okay, it's great that you have this person, because we can work with this person, we can direct their efforts', because they're like 200 things you can do that are good for SEO, but only a fraction is going to be important in the next couple of weeks. And then every couple of weeks, we tell this person now let's focus on this, let's focus on that. They execute, if they have experience with SEO, it's great, but definitely, in most cases, don't have like a long term focus where we say, 'Okay, I want this client to be around with me in two years and four years and 12 years'. We have some of those as well, whereas, okay, we need to accompany them on the long run, and actually make sure that they see they're getting closer to where they want to go. So we have a very similar situation here. Yeah,

**Anfernee Chansamooth 8:54**

Yeah. I want to add to that, like, really, the question that you asked was, what's the function of the CMO? And there's actually a few things that the CMO is doing. One is I talked about being the strategic director, like that's part of the role, really think of it like as the head of marketing or director of marketing. Okay, that's, so when I'm having these conversations with my clients, one of the key distinctions I make up front is I need beyond you just deferring anything to do

marketing to me, I also need accountability and responsibility and be measured on how we actually moving the business, right? So there are actually hard results that I need to deliver in my in my role, right? Whereas if you had, for example, a consultant, right, so if you're working with a marketing consultant, they don't necessarily fit into your org structure. There's no reporting lines, right? Like it's literally you paying him for, paying him for a bunch of time and some expertise, but they can disappear. They do a project with you or give you some advice and they're gone, right? They don't have team members reporting to them, there's no training that they need to deliver necessarily, right? But as a CMO, you, that's another function of the CMO is your sort of capability builder, right? So you're actually, your role is also to help build capability in the team, right? And part of my, some of the work I've been doing is actually helping hire the right marketing assistant, hire the right, you know, when we're at a stage where I can leave the organization, I'm actually then helping to hire the person that comes into the business that takes over what I've been doing, and then moves on from there, right. So there's that part of it. It's also the, literally this morning, before we got on this call together, I helped my client work through some business development stuff. So actually looking at how we positioning the services that that she's offering and then how do we, you know, she's got a very, very high sort of premium priced offering. She's in the scientific niche, if you will, or scientific industry, you know, and she showed me and I asked her, What's your business model? And I understand the business more so because for us to do, we think, be effective at marketing and brand awareness, we really need to articulate you know, who do we serve? So we're going back to the basics here, but target audience, what's the service, what's the pain point, how do we deliver that, what's the delivery model, right? What's the methodology, okay? And then you know, what happens after that? The client works with you for 12 months, or whatever the time period is, right? And then what I identified clearly is, we have a gap, right? This is in between putting up content, and then paying you 60 to \$100,000 a year for an engagement. But there's nothing in between, right? So that for a lot of organizations, that's a long sales cycle that can take a lot of time, so what if we had something in the middle? And this is what I proposed to her today is, why don't we, you know, and I said, 'Do you do some kind of, what do you call an analysis or a gap analysis or some kind of audit before they start the engagement?' She said, Yeah, that's part of the process already. And I said, 'Well, why don't we pull that part out and actually make that the first step? And let's charge that at, you know, how much would you charge for that? And she said, 'Oh, that's, that's about two grand. I said, 'Okay, well, that's the first step, let's make that, that's a lower, much lower in cost of investment, right, like to pay \$2,000, to do an audit and tell us what's wrong, and what you can fix. And then then we give them the roadmap. So okay, here's the roadmap, you can go and execute on that yourself or you can hire us. And if you want to do that, let's talk about what that looks like, right? No different to, you know, an SEO audit or a web site audit or a copywriting audit, right? Just now we're applying it to the scientific industry. But that's also part of the work as a CMO, right? So you would not expect your VA to be having that kind of conversation with the founder, right? Like, like, that's not what you would expect that person to be doing.

### **Gert Mellak 13:01**

Absolutely appreciate it, we see this a lot where, where I think that the CEOs, very often are taking on too much. They obviously have the vision, but they think they must be the person

directing the marketing, they must be the person doing the product management, they must be doing this and that and as if, if I didn't have the chance to work with a CMO who actually is specializing in this, I can actually probably move much, much faster, and actually also be much, much more strategic. You raised an interesting point Anfernee and you talked about leaving as a CMO. So apparently, there is like this, this idea that you're not a fractional CMO is not always around. But at some point, if the project or what what's the idea behind it?

**Anfernee Chansamooth 13:47**

Yeah, so this is where I differentiate between sort of a project manager versus someone who maybe take on taking on a CMO role. The engagement, the engagement, engagement periods are typically long, so I consulted my coming for a project that right that runs for a quarter, right? And it might be where you're going to execute SEO, stand up your SEO and work with an agency that might be the project, right? Typically, with a CMO, at a minimum, I'm working with my clients 12 months at a minimum, right? And then up to two years and then and what I what I articulate to my clients is, by the end of that engagement, one of two things are gonna happen. One is, we're working so well together, and there's still more work to be done that requires my expertise. And we re-sign for another year or whatever the time period, right? So I'm embedded within their organization and their org structure and I'm working with them. By this time. I'm also training people and I'm building up that capability, right? Yeah. The other thing that could happen is that we're doing so well, that your revenue has, you know, multiplied, because our marketing is working and our sales processes and everything has been cleaned up and all those things, and therefore you're, you're, you're at a revenue point now that we can actually go and hire someone to replace me. And that's actually for me would be the ultimate win because that that means between you and I, I get bored very quickly. So if I'm with an organization longer than two years, I'm struggling, right? But, you know, doing the same industry, bah, bah, blah, there is an exception, and you know, all about the Bean Ninja story and how I've been with them for longer than five years. Typically, yeah, you know, it allows the CMO to also bring in diversity of client and also, you know, I may choose to venture out into other industries, right? Because, you know, industry independent, there are some nuances, but the process is pretty much the same, right? And so, yeah, so, as I said, diverser scenario, for me would be or any CMO would be, 'Hey, we're not going to be here for the next 10 years', right? Like we work together, one, two, five years, and then I'm out, but I want to equip your business and get you to the point where we can actually hire in a full time person or wherever you need to step in.

**Gert Mellak 16:12**

Hmm, interesting, interesting, because I think a lot of people are, have like this mindset to say, okay, when I bring on a CMO, I have this this particular person forever, and they're going to be like, like, directly integrated full time in an entity team. But just that the idea that you come in and improve things, train the team build capabilities, built his marketing team, that they can pretty much probably do this, at some point on their own or, or like with, with another CMO, you bring in as a replacement obviously, makes like the entry into having a fractional CMO, entry point, entry barrier, definitely much lower. It's interesting, whenever we work with the CMO, it's much easier. So when we come in as an, as an SEO agency, we always do that do an audit. It's just the first step people very often ask us, what's what's a roadmap for the next six to 12

months. And I'm like, I have no idea until the audit the website, because then I know your competition, then I know your website, in and out. And I know what how your content creation process works, what's the potential, what's the gap, etcetera. So we always start with an audit. But it is true when there is a CMO, we don't have to doubt who we are talking to, what the overall strategy is, where we are going, which kind of products we want to push more than others, etc. All those kinds of questions very often when you talk to the marketing VA. So for example, that it's focused on making sure we have Facebook posts every every day, they obviously don't think about those things. So it's, it's very interesting to talk with somebody who has been thinking strategically about the business and how marketing can actually help to move it forward. And it's just much, much more efficient. So I'm always happy when they say, 'Hey, I put you in touch with my CMO and right on it, 'Yes, it's going to be a great project'.

### **Anfernee Chansamooth 17:56**

And that's, you know, growing your own business, you know, all these years, you know, we've been doing business long enough to know that you're not just thinking about marketing, that's only one part of your business, right? As the founder or the CEO, you're also thinking about, you know, your HR, your sales systems, you're thinking about business development, you're thinking about tax, you're thinking about all these other things, accounting and bookkeeping, right? All these other things and so just the strategic marketing leadership that a CMO offers is the ability for the CEO to actually push up to someone else and go, 'Hey, do you own that', you know, 'Do you think about that, you know, 10 hours a week, or whatever the engagement is. So I don't have to do that, right? Now, that's not to say that the CEO cannot have any input, if they're really strong at marketing, because a lot of CMO for them to get to a million dollar business, they're really good at marketing, right? It's just, that's not their main core skill, or their unique talent, and they want to focus elsewhere. I wanted to also add another key benefit of the CMO function. We already talked about the flexibility in terms of time, in terms of how much they work with the organization or the company. It's also, you know, you're getting strategic marketing, leadership expertise, you know, without the full time commitment, and also, because of that, you're not also having to pay the full time wage, right? So it's a cost is a big consideration for a lot of smaller businesses, as you know, but it's also one key component that I like to express to people who are thinking about, you know, hiring a CMO is that when you have a full time, salaried employee, oftentimes, you find that you may have to try and make up work because you know, that you're paying them, you know, for certain number of hours per week, per year, per month, right? So, you're kind of creating busy work just for the sake of, because I have this person and I gotta utilize them. You know, I can't remember what's called, you might remember Gert. If we give someone 10 hours and say, I know you've only got 10 hours to deliver the project, right, they're gonna get creative, they're gonna get innovative, they're gonna make sure it happens in that 10 hours. When you spend the time and say, well, now he's got 40 hours a week to do it, right? A lot of it is flop, a lot of it is, let's, you know, turn our phones and have meetings and let's do these other things that are just not necessary, right?

### **Gert Mellak 20:22**

Parkinson's Law, right?

**Anfernee Chansamooth 20:23**

Yeah, there you go, right? So CMO, actually, and you just said that CMO actually helps prioritize results and value, right within that constraint, rather than just doing activity for the sake of activity because I'm just getting paid more money now, because I'm just sitting there, and I have to work, right. And that's why my clients or clients of CMOs tend to find that projects are delivered faster, when you're working with someone that's fractional, right, as opposed to someone that's full time.

**Gert Mellak 20:53**

Now, I think it makes a lot of sense. I mean, just just thinking about our, our agency or my clients as well, I mean, there's hardly going to be as an a person that works with a remote team, which is like the most common scenario we work with, that will have enough work for a full time CMO, but at the same time, I know that nine out of 10 people manage their own their own lead generation, for example. Whereas the, hey, if they had a CMO whose main responsibility is to make sure that the marketing goes in a direction where it produces leads, there's like a huge weight off their shoulders, and they could actually focus on some strategic work or partnerships, or, or sales, or whatever their role is, or build a sales department or whatever it is, but this marketing is like, it's like always present, you always kind of are there and, and in the end, you really have to, have to see this actually also has a cost, right? If you do your own marketing, and are responsible for your own marketing, you're not doing something else at the same time. So I think most most businesses at a certain level as 6, 7 figures have kind of an understanding how important marketing is, quite vary. Just taking giving this responsibility to someone else who's going to report on hot data, like you say, on what's going on and how we are moving ahead, is just taking a lot of responsibility of. I don't know, if you if you can and want to share ranges of investment into a fractional SEO just so people know is this a 100 or 10,000, or \$100,000?

**Anfernee Chansamooth 22:22**

Yeah, so this is gonna, obviously, depending on your region, so wherever you're in Australia, US, UK, wherever you are, I'll give you the data from Australia. So that's where my primary focus is in that market. So to hire just to give a median understanding of what it costs to hire a CMO, right, full time, it's \$195,000 annually. At the low end, 150, \$146,000.

**Gert Mellak 22:50**

This is Australian, right?

**Anfernee Chansamooth 22:53**

Australian, yeah, Australian dollars, right? So I don't know the US equivalent that is, but right now, but you know, or so you can imagine, right? When a CMO comes in, I imagine you had, you can access that expertise. That's someone that's been in the industry for five to 10 years, as I mentioned. If you can get someone with that expertise, but not have to pay that from, so where are we at? We're at anywhere from, I've seen its starting from like, three, \$3,000 up to \$10,000 per month, just depends on their space, what they bring to the table, you know, where they've

worked before, what results they also delivering and the size of the business. So but that gives you kind of a range.

**Gert Mellak 23:38**

Awesome, perfect. Now, I think this definitely makes a lot of sense. Also, obviously, reasonable, if you just think, how, how can it could, what could you do as a CEO, to compensate three to 5k a month, at a certain level, probably get another client, with the work, with the time that you have that you have available, get another client and you don't have to worry about marketing anymore? Obviously, really, really compelling. I want to talk a little bit more about the CMO role because I imagine they're obviously different stakeholders, right? I mean, we sometimes get dragged in as an even as an external SEO agency into the arguments between sales and the CEO and maybe even the founder and I don't know who else How does it look for you as a fractional CMO?

**Anfernee Chansamooth 24:27**

Yeah, so this is I really, like something I get passionate about and fired up about because, you know, I've been thrown into the fire. I'll give an example of a client where I worked in the last quarter, you know. So I was brought in as a CMO, I was announced to the organization they already had a team of two, two marketing people. The CEO, I came in as a fractional and, you know, in the way I was announced was, "Hey, like An's role is to drive the marketing and, you know, he's going to help prioritize what we should be allocating our time energy and spend on, each month each quarter. Because that was the biggest challenge, they had literally, they gave me a spreadsheet with 20 projects that they were running at the same time. And I just said, and then I said, our marketing people are burning out, and we're not getting results. That's obvious. My first, like, two weeks of working in that organization, was really focused around, let's focus on the top three projects for the quarter, okay? And what, which, which of these projects will actually drive acquisition, lead gen, you know, sales and awareness about the brand. Now, then, as a result of my, sort of discovery work, I had to go into sales meetings, I had to go into HR meetings, I had to go into other conversations, you know, beyond the scope of marketing, right? And I had, and a lot of the work that had to do with that particular client was actually expression that marketing does not sit with just the marketing department, right? And you're gonna get it, right? Every touchpoint the customer or the client has of your business, right, I'm not just talking about digital, or they're seeing ads on online, and they're seeing all the stuff, I'm talking about the time they hand you money, right? Or even just sending you an inquiry or seeing you doing a talk at a networking function, or, you know, wherever it is, wherever that this happens, or, you know, Gert sends you my way and says, 'Hey, you should meet this person, right?' All of those things are touch points, right? And so, you know, our role as an organization is to understand what those touch points are, okay? And then optimize these touch touch points to ensure that expectation is met around what is our, you know, what is the experience that they have? And we, so now we're shifting from this idea of marketing versus sales, versus customer support and saying that type thing is actually a customer experience unit, right? And it's also they all contribute to revenue, right? Because, you know, if sales does it, marketing does their job to attract sales qualifiers and closes the deal, but then everything falls apart at the delivery within the first 30 days or 90 days, right, then we haven't done our job, right? And this is this, this is



being mirrored anyone who's working in large organizations and fortune 500 companies would have seen this trend happening in the last five to 10 years already with their departments being renamed, and how those, those things that are being, they've been cutting, like teams of 30 and 50 marketing and sales people and blending, blending them into teams of 25. And going you're doing all of that, right? Yes, specialists within those teams, but we kind of just mirroring that at the startup sort of small business level now with the CMO function.

**Gert Mellak 28:05**

Right? Now definitely important to ultimately nothing is moving if, if the main stakeholders are not are not supporting it, right? I mean, we just literally two days ago, we had a meeting with them, marketing, the CMO of a big company. And I was like, Yo, we can't crawl the website. So we have crawling tools that crawl the website, right? We will pretend to be Google, do exactly the same thing as Google, scan the entire website and we can't do this because their IT blocks us, right? And I'm like, 'Yeah, could you please talk to the IT or establish contact, so we can tell them that we need to crawl' and obviously, also, Google seems to have problems crawling, and it's like, 'Oh this is going to be a tough conversation', right? So, so you see, obviously, the departments, every department has their goals, their KPIs, their IT needs to comply with security, audits, etc so they shut everything down. Now marketing needs to be able to crawl the website, and now we need to enable this now, we talked about whitelisting IP addresses and I don't know what. We can talk about everything, but you kind of see this barrier, as soon as another department is needed. They kind of shrug and say, 'Can we can we do this in another way?' Because I want to avoid this kind of conversation, right? So having like one, one central figure that's kind of directing everything and making sure that this person understands why that person needs this and this is also, I think it's also really good when this person is not a full time member of the team or an external consultant or CMO in this, in this regard, whereas they have not, I'm not a part of this company politics where people might even be sitting in the same office or seeing each other every time. I actually know, but I'm kind of facilitating between them in order to make sure the entire company can move forward.

**Anfernee Chansamooth 29:51**

To add on to that point, being that you're an outsider coming in, you can actually physically observe these things happening from a cultural perspective. Like you can see, these are some political games going on, you can see these things happening. I would not say that, you know, telling the director of HR to change the way they work falls under the scope of the CMO, right, but certainly where there are multiple sort of parts of the business that need to work together to, to execute on a result, those conversations do happen. Okay. And it's part of the work.

**Gert Mellak 30:28**

That makes a lot of sense. Let me ask you one final question. Before we wrap this up. Imagine somebody here, somebody says, 'Hey, I'd really love to hand marketing over to Anfernee and really focus on the business', what kind of questions should they ask themselves, so what would be like first questions that you would have, you would ask them in order to make sure that the integration of, of you into their business run smoothly?

**Anfernee Chansamooth 30:58**

So I, first of all, you know, I'm actually putting together a kind of like a questionnaire type thing because there's not just one question, literally 10 or 15 questions I need to ask you, and that's why we have the initial discovery conversation. But if you're considering a fractional CMO, you want to understand, does the expertise of the person you're considering to hire, does it, do they have the industry expertise to work with you, and your in your company, right? There's no point hiring a fractional and I actually had to say no to a client or prospective client, they said, if we want to hire you, we had, you know, we had a two hour conversation over zoom and by the end of it, I said, I'm not a fit, like the project sounds amazing, the business sounds amazing. I could say yes, and jump in there, but I'm not I want to be frank and honest, I don't think I'm the best person to strategically and deliver on this and execute and make all work. So I had to say no, because it wasn't a fit there. I didn't want to fail the client, right? So yeah, is the industry a match? What, what's their specialty? Every CMO is gonna come with a particular specialty. Marketing is very diverse, as you know, Gert. So you can have someone who's very strong at SEO, you might have someone strong at PPC campaigns. You might have someone for me, more in the branding, awareness, and that sort of messaging side of it, right? So that's my strength. There's, you know, you have someone who's more into business development or team development. So you have to understand, okay, where are your biggest gaps, and they're going to help you identify this stuff anyway. But really consider you know, if, what is our biggest problem right now, and then brainstorm some ideas on a list and go, 'Okay, whoever we hire needs to be able to address these one, two or three strategic things, right? Because you're gonna have a list of 10 things, right? But they won't be able to do more. And I've said, like, I come in, and I say, if I'll be upfront, I'm not going to be your PPC expert, right. But what I can do is I know enough to hire and work with a PPC agency and that's exactly what we did with that client, right? So I was on in all the meetings, I vetted three potential agencies that on, based on what we've seen, and what we're trying to shoot for, my recommendation is to go with this one and that's all we moved with. And now they're producing results for the client, right? So yeah, there's, there's other, what's your budget, you know, how much you're willing to spend, invest into this? And also, when you're talking about budget, it's not just how much are you paying the CMO, okay? It's also, how much are you paying for an execution, because if you're paying, let's say, you're paying me five grand a month to be your CMO, but I'm not doing what execute, execution. So we're gonna need perhaps a Content Agency to work with, or we're going to need SEO Leverage to help us with some SEO stuff, or we're going to need, you know, a Facebook ads agency to do something else, we're gonna need specialists, or graphic designer, we're gonna need some other, piece bits and pieces. So we have to consider what do you already have in the team, what capability is already there? And then what other capability that we might need and then how much budget do we have to allocate to that, right? Because that's, you know, and I could do that, when I do my proposal, I give a game plan. And I say, here's a rough estimate on what I think it's going to cost to execute the game plan, right? Beyond just my, my, what you're paying me, right? So and I know, not all CMOS will do that, by the way. Like, that's just something that I think it's important, and I've had clients out there. So a great question to ask is, how much it's gonna cost you, but also how it's going to cost to execute the plan?

**Gert Mellak 34:36**

To do whatever you say?

**Anfernee Chansamooth 34:38**

Yes, yes. And also, not just, not just dollars, but time. Like, do I need to be in meetings as a CMO or CEO? Like how, when do I get my marketing report? Like, what are you, how often are you reporting back to the business? You know, when we have our strategic leadership meetings with all our directors, are you in that meeting, right? Can you attend our quarterly meet ups? If we're going to have a team retreat once a year, and we're going to be strategy during that period, you know, are you available to come along. There are these considerations.

**Gert Mellak 35:08**

That makes a lot of sense. I really appreciate how openly you shared this on this episode. I imagine a lot of people want to reach out to you, want to know more how this actually works, where can they find you?

**Anfernee Chansamooth 35:21**

Basically, the best best best best place to go is to my website, which is the, [theauthenticmarketer.com](http://theauthenticmarketer.com). If you want to learn about a CMO, just go to the Services page, and you'll see CMO there. I'm sure we can add it in show notes, but yeah, it's definitely something worth considering if you are in that sort of, you know, six, five out of five coming on a six figure sort of range. What I'm seeing as a sort of a common theme Gert is, my clients, usually I've worked with agencies already and they've been burned. And then they realize, 'Oh, you know, outsourcing it to an agency, like outsourcing marketing, to an agency will not guarantee success, if the CEO does not have the understanding and the ability to actually drive the agency as well, right? Because there is keeping them accountable. Sometimes co founders don't even know like how to have those conversations. And I'm sure I think you'd have interviewed Stevie recently, she would have talked about some of these.

**Gert Mellak 36:16**

I was going I was going to mention mentioned Stevie Brown, we had on the show and and you kindly introduced us, and she could actually be a good candidate to execute and whatever you suggest.

**Anfernee Chansamooth 36:26**

Absolutely, yes, but she works with a much larger organization. She's handling a half a million all plus service, definitely not.

**Gert Mellak 36:32**

Right, yeah, right now, definitely appreciate the connection though. Yeah, thank you so much Anfernee Chansamooth, [theauthenticmarketer.com](http://theauthenticmarketer.com), talking about fractional CMO. Everybody who is a CEO and managing their marketing now jump at this end, and reach out, at least have a good conversation. Anfernee is a great guy, we've been in touch for quite a while already. And I hope we have you back on the show maybe in a 100 episodes again.

**Anfernee Chansamooth 36:57**

I'll be ready, don't worry might be earlier.

**Gert Mellak 36:59**

Hopefully earlier, hopefully earlier.

**Anfernee Chansamooth 37:01**

Thank you so much Gert, appreciate it.

**Gert Mellak 37:04**

Everybody who wants to listen to this head over to, read the written version of this, head over to [SEOLeverage.com/podcast episode 119](https://SEOLeverage.com/podcast/episode/119). Thank you so much.