

FREE PLAYBOOK FOR B2B TECH FOUNDERS

The first 90 days of fractional marketing leadership

A practical operating model for small B2B tech teams that need senior marketing thinking without the full-time hire.

01-15

Diagnose before you decorate

16-45

Fix the story and the path

46-90

Install a system that sticks

Is this for you?

YES, IF

- You sell B2B product or SaaS
- Marketing still sits with the founder by default
- You have some traction, but ownership is messy
- You want decisions, not just deliverables

NOT IF

- You want unlimited execution at junior rates
- You only need a brochure refresh
- You already have strong marketing leadership
- You just need extra hands, not ownership

Most early teams do not need more activity. They need someone senior to decide what matters.

01

DAYS 1 TO 15

Diagnose before you decorate

I do not start with a content calendar. I start with four questions.

1. Buyer

Who is the buyer, really? Role, trigger, objections.

2. Next step

What should they do next? Demo, trial, call, buy.

3. Trust breaks

Where does trust break today? Site, narrative, proof, follow-up.

4. Protect wins

What is already working that we should not touch?

Output by day 15

- One-page diagnosis
- Stop / continue / start list
- One commercial goal for the next 75 days

If we cannot agree the goal, we are not ready for a retainer.

02

DAYS 16 TO 45

Fix the story and the path

Most small B2B tech companies leak demand in the same places.

Common leaks

- Feature-led messaging only the team understands
- A site that explains the product and forgets the buyer
- Proof that is thin, vague, or buried
- Marketing-to-sales handoffs nobody owns

What we tighten

- Positioning and messaging
- Homepage / key page narrative
- Offer clarity: what, who, why now
- A basic proof stack

One sharp story beats five channels of noise.

03

DAYS 46 TO 90

Install a system that survives without heroics

Operating rhythm

- Monthly priorities tied to the commercial goal
- A simpler channel plan, done properly
- Reporting that answers what changed
- Clear ownership across founder, me, agency/junior

By day 90 you should have

- A clearer market story
- A cleaner path to conversation
- A 90-day plan you can keep running
- An honest view of what support you still need

What good looks like

Good is not a vanity spike.

Prospects

Understand you faster and arrive warmer into sales conversations.

Founder time

Less rewriting marketing from scratch every week.

Decisions

Made weekly, not once a quarter in a panic.

Momentum

A plan that keeps moving when calendars get messy.

Your 15-minute self-diagnosis

- ☐ We can name our primary buyer in one sentence.
- ☐ A stranger can tell what we want them to do next from the homepage.
- ☐ We have proof a sceptical buyer would believe.
- ☐ Someone owns marketing priorities every week.
- ☐ We know what to stop doing this month.
- ☐ Sales and marketing tell the same story.
- ☐ Our next 90 days have one commercial goal, not twelve.

Score yourself

0 to 3 checked: you need diagnosis first.

4 to 5: tighten story and path.

6 to 7: install rhythm and keep it honest.

If marketing still sits with the founder, that is usually the signal.

Project

One bounded problem.
Audit, messaging, GTM
plan.

Growth

Ongoing senior direction
each month.

Fractional

Part-time Head of
Marketing support,
embedded with your team.

Want the working version for your company?

Book a short discovery call. Direct access to me. Small roster on purpose.

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