

Purplepatch.

Contract CMO



The flexibility of a contract relationship. The benefits of a multi-industry, full team expertise. Welcome to Purplepatch Contract CMO Services.

Given the dynamically changing business models and market demands for technology products and services providers, marketing is a cyclical requirement in-house: high-demand during the initial phases of market studies, positioning, and communication development, followed by high-energy sales cycles. In such situations, clients find **Purplepatch Contract CMO** services of high ROI in short, medium, and long-term growth plans.

Contract CMO is a service approach that brings the professional expertise and domain experience you need to your management team on-demand. This alternative to a full-time, salaried position allows you to leverage the knowledge and talent of a seasoned professional team without a long-term commitment.

How it Works

We provide a single, highly experienced marketing expert who works along side your leadership team. This professional and our support team members offsite will carry out projects that are most important to your business goals, from planning to

completion. Your Outsourced CMO works on-site, on a mutually agreeable schedule that fosters trust and an understanding of your company's culture. Your Contract CMO works on an as-needed basis, so it's an affordable way to access premium services. The fees are fixed and negotiated upfront, so there are no surprises.

Why Contract CMO?

- High immediate impact. Ready to go on day one.
- Your organization will gain a highly experienced marketing officer who literally becomes part of your team: more like an employee than a vendor.
- The marketing officer will spend time each week on-site, attending meetings and getting to know your leadership, staff and company goals.
- Most marketing firms meet with you, then go away and develop ideas. Your Contract CMO will develop your marketing initiatives right there with you, so buy-in is built in.
- High-level marketing leadership for a lot less than a permanent hire and on-demand.
- You get an unbiased outsider's perspective on your firm's brand and current marketing strategy.
- Allows your existing team to focus on the things they do best.

A partial list of our clients



Services we provide:

- Understanding products and services through a competitive matrix development
- Positioning strategies
- Communication strategies, market segmentation, approach strategies
- Collateral development including
 - Branding and identity
 - Positioning taglines
 - Website refresh, design and content
 - Corporate brochures, services and products sell sheets
 - Case studies, whitepapers
 - Sales decks and product/services demos
 - Email campaign
 - Press release development and management
 - Analyst relations
 - C-level event and networking management
 - Events management and execution
 - List-building, telemarketing
 - Webinars and conferences

Since we work with non-competitive clients ONLY, at any given time, we are able to bring our extensive industry network to provide clients with the right opportunity to meet the appropriate decision makers in a diverse range of industries. We provide a monthly and quarterly review system to help clients analyse their spend, the results, and the future development.

We would be delighted to speak with you about your marketing requirements, and help fulfill a strategic contract CMO role. Do remember, we do not have long binding contracts, and work on ROI as a yard-stick of our engagement.

Please contact Karthik Sundaram for more information.

E: Karthik@purplepatchservices.com, T: 408.743.4424

1248 Reamwood Avenue, Sunnyvale, CA 94089