

Bigger Thinking

To build sustainable growth for your business.



Synergy Fractional Resourcing has developed an innovative and affordable way to help small to mid-sized organizations identify and realize their growth potential.

THE SYNGROWTH™ PROCESS IDENTIFIES AND DRIVES GROWTH

ALIGN

Achieve management alignment on a unique market position and strategic goals.

PLAN

Develop a marketing and sales plan based on the market position and strategic goals.

EXECUTE

Oversee the execution of the plan on a fractional basis throughout the year.

Working on a fractional basis, Synergy's strategic marketing professionals are on your team and held accountable for results.

BUSINESS LEADERS AGREE THAT ACHIEVING GROWTH IN A CONSTANTLY CHANGING MARKET IS THEIR MOST DIFFICULT CHALLENGE

- As the world gets smaller you're faced with new and unexpected challenges.
- Competition is constantly driving prices down, while improving quality.
- Tactical marketing approaches typically result in sales blips and short-term gains.
- It's difficult to attract, retain and afford skilled strategic marketing talent.

ENABLING COMPANIES TO ACHIEVE GROWTH IS SYNERGY'S PRIMARY FOCUS. OUR THREE MAIN SERVICES PROVIDE A PROVEN PROCESS AND ACCESS TO STRATEGIC MARKETING PROFESSIONALS

Your CMO (Chief Marketing Officer)

Cost-effective strategic marketing expertise fully integrated into your management team.

- Synergy acts as your in-house strategic marketing head, and our level of involvement is specifically geared to your requirements.
- An effective solution for enhancing strategic capabilities, improving marketing department performance, filling resource gaps or starting a marketing function.

Consulting Services

Consultative services focused on strategy and marketing assessment, program and organizational development, and execution.

- Manage specific projects, including new product launches, market expansion and business development initiatives.
- Act as the strategic marketing partner for advertising agencies, consulting and recruiting firms to help serve their client needs.

Investor Services

Services to assist venture capitalists, private equity firms and companies in performing strategic marketing due diligence pre- and post-investment, acquisition or merger.

- Assess strength of market position, strategic goal alignment and ability of the marketing team to execute.
- Provide post-investment marketing leadership to increase transaction value.

Can Synergy help you grow? Find out through a brief meeting where we can discuss Bigger Thinking and how it can help your business.



SYNERGY
FRACTIONAL RESOURCING

SYNERGY

Integrating your business knowledge and our marketing expertise to ignite your company's true growth potential.

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WE'RE IN TO DRIVE GROWTH

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