

Fractional Marketing Management

We provide you with a solution that won't impact your payroll — outsourcing fractional Marketing management services. We provide highly experienced marketing management for as long as you need. A fractional Marketing Manager/Director/Chief Marketing Officer is a focused resource that drives actionable plans with the added benefit of bringing you objectivity and best practices from other companies. She helps with customer acquisition, sales development and company growth. This fractional resource can bring incredible value to a company where having a full-time person on the payroll isn't practical.

Strategic Marketing Plans & Budgets

Integrated Growth Advisors (IGA) works with you to develop a practical, actionable marketing plan and a budget that supports your overall business growth and is aligned with your strategic objectives. A solid plan backed up by analytics enables your executive leadership to measure the ROI for your marketing spend.

M&A Seamless Transition

Selling? Buying? Seeking highest valuation? Increase your value with proper visibility and market positioning before you look for a buyer. Position your business for a successful purchase, a smooth transition, and employee and client retention. View your marketing as a cashflow generating asset of your business. *Reduce potential employee turnover and lost clients.* Our goal is a seamless transition. We'll craft the right PR message to tell your story and generate excitement – and build customer confidence. We'll work with your staff to bring them along on your journey and help them navigate organizational change.

Marketing Performance Optimization

We offer a program of **marketing coaching and mentoring** for Marketing Managers and Directors that elevates their abilities to develop marketing plans and budgets, articulate marketing initiatives to top leadership in bottom line terms, build a marketing culture internally, and implement processes for measuring ROI for marketing spend. We are an excellent sounding board for creative brainstorming. We “get it” and provide objective, experienced feedback and assistance as needed.

Marketing Skills for Admin & Support Staff

This is a great solution for smaller businesses that have administrative support staff that can handle a modest amount of marketing. We'll provide training to equip them with skills for social media posting, building analytics reports, tracking employee networking activities, and running events.



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Jill Kovalich is a Partner and the Chief Marketing Officer of Integrated Growth Advisors. She leads the firm's Strategic Marketing Advisory Services. As a strategic advisor to business leaders, Jill guides the development of strong brands and messages that achieve or exceed clients' sales and revenue goals. IGA's clients are agile and can respond quickly to shifting markets with integrated marketing plans, thought leadership content strategies, functional websites, and social media presence.



Integrated Growth Advisors is a growth advisory firm focused on empowering our clients to systematically enhance their businesses in terms of revenues, profitability, sustainability, and value.

Our advisors have significant and broad experience in accounting and finance, sales compensation plan design, business development, and strategic marketing. We draw on first-hand experience with best practices from a variety of industries to create sustainable growth for our clients. *Our clients obtain a sharper focus and a cleaner path towards a bright business future.*

Contact us to learn how we can accelerate your growth and help maximize the valuation of your business.