

Fractional Marketing Management

IGA provides you with a solution that won't impact your payroll — outsourcing fractional Chief Marketing Officer (CMO) services. We provide highly experienced marketing management for as long as you need. With our guidance, your marketing team will execute on your Marketing Plan and track ROI.

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? Increase your value with proper visibility and market positioning before you look for a buyer. We have excellent assessment tools to help you.

Buying? Position your business for a successful purchase, a smooth transition, and employee and client retention.

Seeking highest valuation? View your marketing as a cashflow generating asset of your business.

Reduce potential employee turnover and lost clients. Hand over these tasks to us to project manage for 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 new Marketing Managers and Directors, and CEOs and Managing Partners whose expertise is outside the discipline of marketing. This program elevates 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.

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.



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.

Contact Information

info@integratedgrowthadvisors.com

(877) 442-4769

(877) IGA-GROW