

Digital marketing governance & fractional CMO advisory solutions

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In today's digital landscape, industries like FMCG, Gaming, Technology, SaaS, Manufacturing, Healthcare, BFSI, and xTech face unique marketing challenges. Rapid shifts in customer expectations, regulatory pressures, and a competitive environment make it essential to have strategic marketing leadership and frameworks for scalable growth.

Our Digital marketing governance & fractional CMO advisory solutions boost marketing effectiveness, drive demand, and ensure compliance, combining strategic insight with operational excellence.

How Grant Thornton Bharat can help



Strategic fractional CMO advisory without full-time commitment

- Access senior-level expertise through a fractional CMO for custom strategies tailored to your business



Governance and process frameworks for enhanced marketing operations

- Streamlined operations and governance frameworks across channels and regions



Optimising demand generation initiatives

- Demand generation advisory to attract high-quality leads and accelerate sales velocity
- Help create processes for customer acquisition via integrated SEO, paid media, social media, and content campaigns



Enabling leaders with data-driven decision making

- Analytics for actionable insights into customer behaviour, campaign performance, and market trends.
- Predictive models to optimise marketing spend and maximise ROI



Industry-specific expertise and compliance

- Tailored strategies across industries, markets and regulatory standards
- Governance frameworks to maintain data privacy, compliance, and brand integrity

Our approach

01

Discovery and strategy development

Review and summarise current marketing landscape and create a scalable strategy aligned with business goals

02

Governance framework implementation

Set up frameworks for streamlined operations, compliance, and team coordination

03

Data analytics

Help in launching integrated campaigns covering SEO, PPC, content and social media, using automation tools to optimise lead nurturing, aligned with data driven insights

04

Review and benchmarking

Define processes to monitor performance through KPIs and KRAs, leveraging industry benchmarks to gain actionable insights for improved targeting and ROI

05

Reporting

Deliver regular reports with actionable insights, refining strategies based on data and market trends



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