# APRICITATE

INDEPENDENT MARKETING CONSULTANCY

## *Senior marketing leadership.*

Available when and how you need it.

### WHAT APRICITATE DOES

Not every business can justify a permanent senior marketing appointment from day one. Others already have a team, but need a more experienced perspective or someone to lead it. Apricitate provides the right level of strategic direction, support or leadership as the business evolves.

### THREE WAYS TO WORK TOGETHER

01

#### MARKETING BRIDGE

*Ready to grow, but not to hire a marketing director?*

**DESIGNED FOR** Start-ups and businesses entering a new phase of growth that are not yet ready for a permanent senior marketing appointment.

**WHAT APRICITATE DOES** Establishes priorities and a practical 90-day roadmap, provides focused oversight and builds marketing foundations to support progress towards a future in-house hire. A defined short-term engagement.

02

#### MARKETING MANAGEMENT

*Have marketing activity, but want sharper direction?*

**DESIGNED FOR** Established businesses with an internal team or external suppliers that need experienced, ongoing strategic guidance.

**WHAT APRICITATE DOES** Reviews current activity and plans; develops strategic recommendations, positioning and partnership ideas; sets rolling priorities and reports on progress. Your team or suppliers execute. Ongoing advisory retainer.

03

#### FRACTIONAL MARKETING DIRECTOR

*Need a senior marketing leader to take the lead?*

**DESIGNED FOR** Businesses that need an accountable marketing director but prefer flexible, outsourced leadership over a permanent appointment.

**WHAT APRICITATE DOES** Leads marketing direction and the people delivering it; oversees campaigns, events, partnerships and business development; and holds delivery accountable against an agreed roadmap. Leadership retainer.

### THE DISTINCTION

Bridge builds for the next stage. Management reviews, plans and advises while others implement. Fractional Director actively leads the marketing function and its delivery.

*A conversation is a good place to start.*

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