

Long-term fractional CMO services for a compensation and human resource advisory firm.

## AT A GLANCE

### Challenges

A compensation advisory firm needed the help of a fractional CMO to continue its growth trajectory while keeping up with evolving digital marketing.

### Benefits

All marketing activities are planned and executed, content and social media marketing activities are in place, the firm's trademark compensation surveys are reaching the right audiences, and the CEO enjoys continued guidance from an experienced marketing consultant.



"Advantage Marketing is an integral part of our business. Loraine is a trusted sounding board for all our marketing activities and ideas."

**-Don McDermott**  
CEO

## BACKGROUND

DG McDermott Associates (DGM), founded by CEO Don McDermott in 1989, is an advisory firm that specializes in compensation and human resource consulting. Don is a well-known expert in the field of compensation consulting. Loraine Kasprzak of Advantage Marketing has been providing marketing leadership and tactical support to Don and his firm since 2009 on a broad range of initiatives.

## CHALLENGES

Don works with a small in-house team focused on DGM's core expertise. As his company grew and matured through the 1990s and 2000s, keeping up with MarTech as well as promotional activities for his well-known compensation surveys and consulting was becoming difficult. Don recognized that he needed help to bring in more business beyond his networking efforts to continue the consultancy's growth trajectory. He sought "outside counsel" for his marketing and brought on Loraine the and Advantage Marketing team for fractional CMO services.

## ONGOING DIRECTION AND SUPPORT

### Marketing consulting

As he has done since 2009, Don turns to Loraine frequently as a trusted sounding board for various client matters, to review presentations, and assess and implement DGM's marketing tactics. He plans to incorporate AI into his work more frequently and looks to Loraine for guidance on how to use it most effectively to generate useful content.

### Content marketing

Throughout the years, Advantage Marketing has planned and executive content marketing strategies across an array of digital channels. Marketing strategies and tactics have included:

- Creating eBooks and other high-value collateral
- Writing new website pages and blog posts
- Drafting and designing sales sheets
- Planning and executing social media strategies
- Coordinating paid media placements



"DGM wouldn't be where we are now without Loraine, who fills the role of an in-house marketing person. With her team, she takes care of everything. Loraine understands the consulting business and applies those insights when formulating practical solutions and marketing plans. One can only have positive results working with Loraine."

**Don McDermott**  
CEO

**Would your company benefit from Fractional CMO services? Book time on Loraine's calendar for an initial consultation.**

## Website development

Loraine managed the original DGM website and content in HubSpot; more recently, she recommended a full website makeover to update the look and messaging and to improve functionality. Loraine and her team wrote fresh copy and project managed the website transition to WordPress.

## Lead generation

- **Compensation surveys:** Loraine collaborates annually with the DGM team to roll out and promote the firm's Institutional Advancement survey and two custom compensation surveys. To deliver the most survey registrations, she researches industry associations and corporations to create targeted e mail distribution lists, ensuring that the right audiences receive the communication and register on the landing page. This has boosted survey participation and helps generate the data participants need for more accurate compensation benchmarking in their fields.
- **Networking & business leads:** Loraine guides Don in his business networking strategies to help him find and develop relationships with prospects and referral sources along with a lead nurturing program to drive new business.

## RESULTS

DGM's updated website is getting more traffic than ever which is among Don's KPIs for that project. Additionally, through the work Loraine has done to help promote the annual surveys, DGM is sharing the compensation surveys with the right people, further enhancing the firm's status as the go-to source for employee compensation and HR consulting.

With Loraine as a fractional CMO partner:

- Don and his team are benefiting from ongoing strategic direction that keeps the firm on course to meet its business objectives.
- Loraine helps sort through the many ideas generated by the DGM team, identifies which to act on, and develops marketing activities that target the firm's ideal clients.
- Doing so helps showcase the firm's expertise in employee incentive plans, performance management plans, organizational design, and compensation studies to the right audiences.