

# Leading without limits

A modern  
approach to  
growth-ready  
marketing



# Executive Summary

**A white paper for B2B leaders navigating growth, complexity, and change.**

This white paper challenges the conventional wisdom around in-house hires and agency partnerships, and offers a more agile, strategic model that combines fractional marketing leadership and tactical execution, purpose-built for modern B2B growth.

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# Marketing growth pressure is real

Modern B2B companies are under intense pressure to achieve fast, scalable growth with constrained resources. You are likely balancing go-to-market (GTM) expectations, brand differentiation, and pipeline accountability, all while navigating a volatile buying environment.

## We hear this time and time again from CEOs and CMOs:

- *“We need senior marketing experts but are not ready for a full-time headcount.”*
- *“Our execution is inconsistent, scattered and reactive.”*
- *“We are relying too heavily on junior marketers or sales to fill the gaps.”*

You have built a strong product or service. You have an ambitious growth agenda. But when it comes to marketing, something is not adding up. Despite internal effort and external spend, you are still struggling to gain traction with the right customers.

# It's not about doing more with less. It's about leverage.

What if the issue is not increasing task volume, but the leverage you're applying?

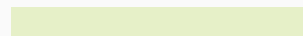
Many companies assume they need to scale headcount to scale results. But in today's market, speed, precision, and senior decision-making capability often matter more than task volume. That is where traditional team structure falls short. It's not about stretching your team thinner, it's about extending your capability through flexible, expert support.

## Your team feels it

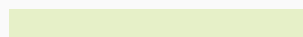
Your sales team is frustrated by the lack of qualified leads. Your junior marketers are overwhelmed and directionless. You are in board meetings explaining why growth is flat.

All the while, your competitors are gaining ground, not necessarily because they are bigger, but because they are sharper and faster to execute.

Marketing should not be a bottleneck. It should be your strategic edge.



**You do not need more tasks.  
You need smart scaling.**



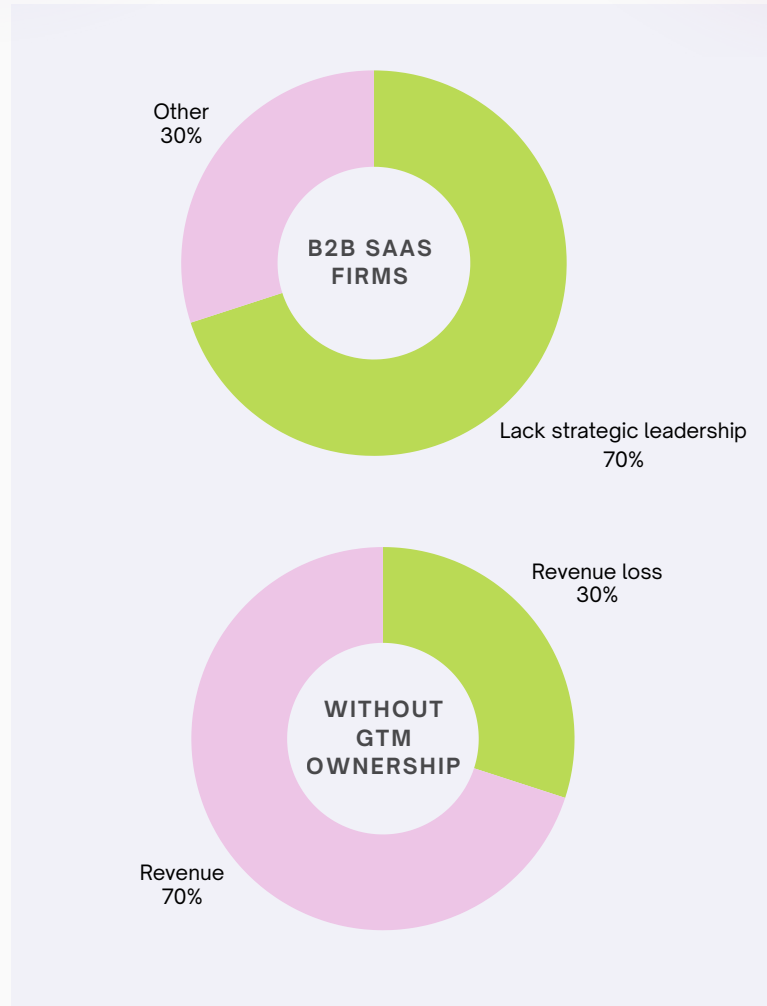
# The cost of waiting

## How long can you afford to operate without a true strategic marketing function at the helm?

Many B2B leaders assume that if marketing is “busy,” it must be working. The reality? Most teams are drowning in tasks and tools but lack a clear strategy and commercial anchor.

Ask yourself:

- Is your current marketing effort aligned to your growth-stage objectives, or are you simply producing outputs with no clear ROI?
- Do you have a clear narrative that differentiates your business in a crowded market, or are you telling a generic version of what everyone else is saying?
- How much of your marketing budget is actually driving sales-qualified pipeline?



## Let's look at the numbers:

- Over **70%** of B2B SaaS firms say they **lack strategic marketing leadership**. ([Forbes](#))
- Companies without defined GTM ownership **lose up to 30% in revenue opportunities** through inefficient handoffs and unclear messaging. ([Array](#))
- The average time to hire a senior marketing leader is 3–6 months, costing around **\$20K–\$50K in lost momentum**. ([Keevee](#)). Not to mention the cost and risk of committing to a full-time head count.

That is real money, and more importantly, real time lost.



# Scale smarter: The fractional growth engine

Have you delayed key initiatives like account-based marketing (ABM), brand development, or automation because you do not have the in-house tools, people, and capability to lead them?

Without strategic leadership, marketing becomes reactive. You respond to sales pressure. You spin up content on demand. You launch campaigns without data. Eventually, teams become task-oriented instead of outcome-oriented.

This is the moment when growth slows, positioning gets muddled, and internal confidence wanes. You are not alone. But there is a better way forward.

Instead of committing to full time head-count, or pushing existing resources to burnout, forward-thinking B2B companies are embedding fractional marketing directors and senior specialists to build and scale their marketing function.

## Strategic marketing, delivered fractionally

- Stratcora was created to help B2B businesses move faster, spend smarter, and grow stronger, by turning marketing into a true growth lever, not just a cost centre.
- We operate as a true extension of your team, plugging in to build, scale, or transform your marketing function with measurable results. No long hiring cycles, no hiring over-heads and risk, no junior handoffs.
- We embed experienced marketing leaders into your business fractionally at the marketing director level, supported by a curated bench of specialists ready to execute as needed.

# What makes Stratcora different?

## 01 **Commercially-driven thinking**

We start with business goals and reverse-engineer the marketing roadmap. We bring the strategic clarity that connects brand, demand, and pipeline. We ask the questions that internal teams often can not or won't. How does your current marketing function tie into your revenue goals? Where is marketing underperforming, and what's the cost of that underperformance?

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## 02 **Strategy AND execution in one model**

You don't just get a roadmap, you get the drivers. Our team executes branding, content, campaigns, automation, ABM, and more. You don't need to manage a roster of freelancers - we've already vetted the best.

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## 03 **Plug-and-play seniority**

Our fractional marketing leaders are senior level growth marketers, and B2B specialists. We integrate quickly, operate with autonomy, and align directly with your executive team.

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## 04 **B2B native, tech-savvy, outcome obsessed**

Stratcora was built by B2B marketers for B2B companies. We know the difference between a nurture campaign and a launch campaign. We speak sales. We know partner models. We understand long cycles and complex buyers.

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Let's explore what Stratcora could unlock for your business



LET'S TALK

**Stratcora Fractional Marketing Services**

Strategy + Bold Marketing

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