



ORB CONSULTING

Fractional CMO | Growth Operations Advisor





CASE STUDIES

STRATEGY THAT DRIVES MEASURABLE IMPACT

THE BRAND

THE WORK

THE MEASURED OUTCOME



**B2B SAAS
FINANCE CLIENT**

(Anonymous)



Paid Media Strategy – Google Search

- Developed portfolio bid strategy
- Restructured campaigns & keyword portfolio
- Optimized for intent, efficiency & scale
- Ongoing performance monitoring & iteration



\$5M+

INCREMENTAL REVENUE

Incremental revenue outcome driven by portfolio bid strategy and full-funnel paid media optimization on Google Search.



WEAVEIQ



Growth Marketing Strategy & Execution

- LinkedIn & Google Ads strategy and management
- On-site marketing materials & conversion optimization
- Product development research & customer insights
- Cross-functional collaboration & iteration



30%+

QOQ ACQUISITION GROWTH

Quarter-over-quarter growth in acquisitions through integrated paid media, on-site optimization, and product-led insights.



**ELEPHANT
ENERGY**



CRM & Attribution Audit (Salesforce)

- Audited lead flow, lifecycle stages & opportunity process
- Evaluated attribution & data capture
- Identified gaps & implemented strategic recommendations
- Aligned marketing & sales for cleaner reporting



+5%

INCREASE IN SQL TO CLOSED WON RATE

Improved conversion efficiency by optimizing CRM structure, attribution accuracy, and stage definitions in Salesforce.



Results vary based on market, budget, and execution.



15+ years driving growth across agency, SaaS, DTC, B2B, and consumer services.

Managed \$200K–\$10M annual marketing investments.

Led cross-functional teams delivering measurable growth through strategy, operations, and analytics

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SELECT ENGAGEMENTS

Measurably impact your business by choosing from packaged engagements or working directly with me on a custom level of support.



**Business
Strategy &
Growth
Advising**



**Cross-Channel &
Paid Media
Strategy**



**Go-to-Market &
Domination
Playbooks**



**Marketing
Operations
Audit
Optimization**

Business Strategy & Growth Advising



BUSINESS STRATEGY & GROWTH ADVISING

STRATEGY. ALIGNMENT. GROWTH.

I partner with leadership teams to build clear, actionable strategies that drive sustainable growth. Using a top-down framework, I align your business goals, audience insights, channel opportunities, and messaging to create a focused roadmap that drives impact.

This advisory engagement includes strategic planning, prioritization, cross-functional alignment, and ongoing coordination—ensuring every investment and initiative moves your business forward.



STARTING AT

\$10K /MO

Ongoing advisory and strategy partnership built around your goals.

MY STRATEGIC FRAMEWORK

TOP-DOWN FOCUS



BUSINESS STRATEGY

- Market landscape
- Competitive analysis
- Growth opportunities
- Business model & positioning



AUDIENCE STRATEGY

- ICP & persona development
- Customer & market segmentation
- Journey mapping
- Audience prioritization



CHANNEL STRATEGY

- Channel mix & prioritization
- Funnel & customer journey integration
- Budget allocation
- Go-to-market roadmap



MESSAGING STRATEGY

- Value proposition
- Messaging hierarchy
- Positioning & differentiation
- Narrative & proof points

ACROSS ALL PILLARS



CREATIVE STRATEGY

- Creative concepting & direction
- Messaging & offer testing
- Creative performance frameworks



MEASUREMENT STRATEGY

- KPI & success metric framework
- Attribution & incrementality planning
- Reporting & performance dashboards

Go-to-Market Playbooks



GO-TO-MARKET & MARKET DOMINATION PLAYBOOKS

Win bigger in your markets. Scale what works.

Custom go-to-market playbooks built to help you dominate the right markets and grow share of voice, share of search, and share of revenue.

From hyper-local media blitz campaigns to full-funnel activation plans, I design and coordinate strategic, multi-channel efforts that generate measurable lift.

Every plan includes incrementality testing using Difference-in-Differences (DiD) frameworks so you can prove what's working and confidently invest more where it matters.



STARTING AT

\$8K /MO

Pricing dependent on market size, channels involved, and scope.



✓ **WHAT I DELIVER:** Strategy, planning, channel & budget recommendations, campaign coordination, performance reporting, and actionable insights.

i **WHAT'S EXTRA:** Platform hands-on execution, campaign build, creative production, and media buying.

Cross-Channel & Paid Media Strategy



CROSS-CHANNEL & PAID MEDIA STRATEGY

THE RIGHT MESSAGE. THE RIGHT CHANNEL.
THE RIGHT AUDIENCE. THE RIGHT RESULTS.

I build data-informed media strategies that connect your marketing to measurable business outcomes.

From media mix and funnel strategy to ICP planning, creative testing, and budget optimization, I create integrated paid media plans that drive efficient growth across every stage of the customer journey.

I partner with your team or agency to align strategy, channels, and messaging so every dollar works harder.



STARTING AT

\$3,500 /MO
PER CHANNEL

Per-channel retainer.
Pricing scales with
budget, channel
complexity, and scope.



WHAT I DELIVER (MY WORK)



Media strategy
& planning



ICP & audience
strategy



Creative & messaging
testing frameworks



Budget planning
& optimization



Performance reporting
& insights



Cross-functional
coordination



WHAT'S EXTRA (NOT INCLUDED)



Platform hands-on
execution



Campaign builds &
technical setup



Creative production
(design/video)



Media buying



Technical tagging
& implementation

MY STRATEGY FRAMEWORK



Marketing Operations Audit & Optimization



MARKETING OPERATIONS AUDIT & OPTIMIZATION

STRONGER SYSTEMS. BETTER INSIGHTS. MORE REVENUE.

I audit your CRM and marketing operations through a marketing lens to uncover gaps, inefficiencies, and missed opportunities across the lead-to-revenue lifecycle.

You'll walk away with a clear, actionable roadmap to streamline processes, improve data quality, align marketing and sales, and drive better reporting—fueling more leads, better conversions, and smarter decisions.



\$13,000

2 MONTH PROJECT

- ✓ Fixed-price engagement
- ✓ Comprehensive audit
- ✓ Actionable roadmap
- ✓ Marketing lens, not technical

WHAT I EVALUATE



STRATEGY & ALIGNMENT

- Marketing & sales alignment
- Process & lifecycle design
- Goals, KPIs & reporting strategy



LEAD & LIFECYCLE MANAGEMENT

- Lead capture & routing
- Lifecycle & status definitions
- Handoff & follow-up processes
- Conversion optimization



CRM DATA & GOVERNANCE

- Data quality & hygiene
- Field structure & standards
- Duplicate management
- Data governance practices



REPORTING & ANALYTICS

- Executive reporting assessment
- Attribution & performance visibility
- Dashboard & report recommendations



AUTOMATION & WORKFLOWS

- Automation map & effectiveness
- Nurture & engagement flows
- Alerts, tasks & notifications



INTEGRATIONS & TECH STACK

- System integrations review
- Tech stack efficiency
- Opportunities to simplify & scale

END-TO-END VIEW OF YOUR MARKETING OPERATIONS

MY AUDIT PROCESS



1. DISCOVER

Understand your systems, processes, data, and goals.



2. ANALYZE

Identify gaps, risks, inefficiencies, and quick wins.



3. RECOMMEND

Deliver prioritized recommendations & improvement plan.



4. ALIGN

Review with stakeholders and align on focus areas & next steps.



5. ROADMAP

Final deliverable with action plan, owners, and success metrics.

THANK YOU