



WEEKLY MARKETING PERFORMANCE REVIEW

Fractional CMO Leadership Sample - *Illustrative example demonstrating my approach to weekly marketing analysis, decision-making, and team direction.*

EXECUTIVE READOUT

Overall marketing performance improved this week, but the results are concentrated in a few areas. CEO-led thought leadership continues to outperform general company content, while email engagement remains strong but isn't translating into enough next-step action. Organic search traffic is growing, but several high-traffic pages are creating visibility without meaningful conversion. The opportunity this week isn't to create more content. It's to put more resources behind what's already showing signs of working and address the gaps between attention and action.

WHAT THE DATA IS TELLING US

Area	What Happened	What It Means	Decision
CEO LinkedIn	POV posts generated 2.4x average engagement	Audience responds to opinion and experience more than general education	Double down
Company LinkedIn	Posting increased, engagement remained flat	More volume isn't improving performance	Reduce frequency and improve topics
Email	Open and click rates remain strong	Audience is engaged, but CTAs aren't creating enough action	Test CTA and offer
SEO	Organic traffic +18%	Visibility is improving, but traffic quality varies significantly by page	Focus on conversion
YouTube	Short-form clips outperform long-form content	Shorter expert commentary has stronger early traction	Expand test
Newsletter	Subscriber growth continues	Owned audience is becoming a stronger asset	Invest

THIS WEEK'S DECISIONS

DOUBLE DOWN

CEO point-of-view content. Shift the content mix toward stronger opinions, firsthand experience, reactions to industry changes, and practical lessons. Repurpose the strongest ideas across LinkedIn, X, newsletter, and short-form video rather than developing separate ideas for every platform.

CHANGE

Company social content. Reduce publishing for the sake of maintaining frequency. Every post should support a defined content pillar, campaign, business priority, or audience need.



FIX

Conversion from organic traffic. Identify the five highest-traffic pages with weak conversion and determine whether the issue is audience intent, message, CTA, page experience, or offer.

TEST

Short CEO videos responding to timely industry questions. Record several in one session and test the same core ideas across LinkedIn, YouTube Shorts, and Instagram.

WHAT WE'RE TESTING NEXT

Test 1: CEO POV vs. Educational Content

Hypothesis: Strong points of view will generate more meaningful engagement and conversation than general educational content.

Measure: Engagement quality, profile visits, follower growth, website traffic, newsletter subscriptions, and inbound conversations.

Decision point: After four weeks, determine whether CEO POV becomes a primary content pillar.

Test 2: Organic Traffic Conversion

Hypothesis: Existing organic traffic can produce more business value with stronger page-level offers and CTAs.

Measure: CTA engagement, conversion rate, qualified leads, and assisted conversions.

Decision point: Identify which CTA/offer combinations warrant rollout across additional high-traffic pages.

Test 3: Short-Form Executive Video

Hypothesis: Short, opinion-led executive video will outperform longer educational video for reach and engagement.

Measure: Watch time, completion rate, engagement, profile activity, and downstream website behavior.

Decision point: After four weeks, determine whether short-form executive video earns a permanent place in the content mix and which platforms justify continued investment.

TEAM PRIORITIES

Owner	Priority	Expected Outcome
Content	Build next week's content around 2 proven CEO POV themes	Higher-quality engagement
Video	Produce 3 short CEO clips from one recording session	Test scalable video format
SEO	Audit top 5 traffic / low-conversion pages	Identify conversion opportunities
Email	Develop 2 CTA variants for next newsletter	Improve action rate
Social	Reduce low-value company posts and redistribute strongest CEO content	Improve efficiency
CEO	Record 30-minute content session	Supply raw material for multiple channels
Fractional CMO	Review results, competitor activity, audience signals, and test performance	Determine next week's decisions



WATCH LIST

AI Search: Monitor referral traffic and visibility from AI-driven search experiences. Determine whether existing high-performing content needs restructuring for answer-engine visibility.

Competitors: Track changes in competitor positioning, executive content, offers, distribution tactics, and topics gaining traction. Bring relevant examples to the team, not a generic competitor report.

Emerging Opportunities: Evaluate new channels and tactics against audience fit and business potential before committing resources. A new platform isn't automatically a new strategy.

QUESTIONS FOR THE TEAM

What surprised us this week?

What did we learn that should change what we're doing?

Where are we spending time without seeing enough return?

What are customers or prospects responding to that we haven't fully exploited?

What should we stop doing to make room for something better?

CEO READOUT

My recommendation this week: Don't increase content volume. Improve the yield from what we're already producing.

The strongest signal is the performance of CEO-led POV content. I'd put more of our creative capacity there while using the same core ideas across multiple channels. At the same time, I'd prioritize conversion work on existing organic traffic before investing heavily in generating more traffic.

The goal for next week isn't more activity. It's better evidence about where we should invest next.