

Brand Partners

RALLY CRY
BRANDS

BRAND PARTNERS

We never take it for granted. Every time we join a new team, we meet people who care deeply about what they're building and want to make it stronger. That's the best part of this work. Watching a team pull together and seeing ideas turn into action—we love being part of that.

We offer three kinds of support, each built for different stages of growth. Because no two companies—or brands—are ever quite the same.

An overview of the partnership types outlined on the following pages:

Fractional Services: Where Strategy Meets Momentum

Fractional support gives small businesses the expertise and structure of a full brand department without the overhead. It's a flexible, focused model built to provide strategic direction, creative execution, and measurable growth. It's how small teams move fast and compete big.

CMO Services: Where Strategy Stays the Course

As a business grows, marketing gets more complicated—more channels, more people, more decisions. CMO Services are built for organizations with marketing already in motion but in need of steady leadership to protect the brand and guide growth. The role keeps strategy steady, decisions smart, and the brand consistent across every channel and market—ensuring the brand that built your business keeps driving it forward with strength and integrity.

Launch Services: Where Teams Find Their Stride

When a new brand is ready to roll out, the real work begins—getting everyone comfortable, confident, and consistent. Launch Services provide short-term, in-the-trenches support to help your team bring the brand to life while keeping their day-to-day running smoothly. We coach, guide, and reinforce, giving structure and encouragement until the brand feels like second nature and the team's ready to run with it.

FRACTIONAL SERVICES

Where Strategy Meets Momentum

Fractional Services: *Where Strategy Meets Momentum*

Fractional services were designed for small businesses that can't afford to keep a full bench of experts in-house across brand, marketing, advertising, sales, and PR but still need that level of professional power to compete.

Instead of hiring five people, you hire one high-performance team that brings all those disciplines under one roof — strategically, efficiently, and on demand.

Key Functions of Fractional Marketing Services: *What it delivers. What it fixes.*

Content That Sounds Like You (Only Better)

Your website, emails, and social content tell one strong story that is consistent, confident, and built to attract customers and build trust.

A Cohesive, Professional Look

From logos to social graphics, your brand looks polished, credible, and aligned — the way a real business should.

Real Results, Not Guesswork

You'll get clear reports that show what's working and what's not, so every decision is based on facts, not hunches. Every dollar is tracked.

Targeted Messaging That Reaches the Right People

Your outreach connects to the audiences that matter most, keeping your brand visible, relevant, and growing through meaningful communication.

Event Planning That Puts You on the Map

From community events to launches, we create experiences that build visibility, strengthen relationships, and position your brand as a leader.

Public Relations That Build Credibility

Your story is told through media coverage, partnerships, and storytelling that raise your profile and highlight meaningful progress.

Marketing That Fuels Sales

Your marketing and sales finally work hand in hand, generating leads, nurturing relationships, and strengthening the bottom line.

Systems That Grow Us Out of a Job

You gain repeatable processes, templates, and tools that keep your business running smoothly long after we're gone, with your in-house team humming.

Fractional Services: *Where Strategy Meets Momentum*

How Fractional Works

Every organization has its own rhythm. Fractional support adapts to that pace, bringing focus, structure, and expertise exactly where it's needed. We co-create and deliver a plan that moves the brand forward.

The Process

Step 1: Listen and Learn

It starts with discovery. We dig into your goals, your team's capacity, and the traction you want to see.

Step 2: Build the Plan

Together, we co-design a fractional plan that fits your needs and timeline, aligning strategy, creative, and execution under one clear direction.

Step 3: Execute and Adjust

You get a dedicated team delivering strategy, content, and campaigns with one point of contact and full accountability. We measure progress, share results, and refine the work as you grow.

What Makes It Different

- Full department power at a fraction of the cost
- Strategy, creative, and analytics all under one roof
- Customized around your bandwidth and goals
- Scales up or down as your business evolves

Why It Works

You're not paying for hours. You're investing in outcomes.

Fractional support gives small teams access to senior-level strategy, sharp creative, and measurable results. It's the simplest, smartest way to scale without adding headcount or losing focus on what matters most: running the business.

In Practice

A regional business needed clarity, content, and campaign structure fast. Within 90 days, fractional support built a unified brand strategy, launched new creative, and increased engagement by 40 percent, all without a single new hire.

In Short

Fractional support gives you the team, the plan, and the accountability to move forward fast. Strategy meets execution, and momentum follows.

CMO SERVICES

Where Strategy Stays the Course

CMO Services: *Where Strategy Stays the Course*

As a business grows, marketing gets more complicated — more channels, more people, more decisions. CMO services are built for growing organizations with marketing already in motion but in need of steady leadership to protect the brand and guide growth. The role brings focus and alignment to your team, keeping strategy steady, decisions smart, and the brand consistent across every channel and market. It ensures the brand that built your business keeps driving it forward with strength and integrity.

Key Functions of CMO Services: *What it delivers. What it fixes.*

Brand Strategy

Steward and protect the brand's direction by ensuring every initiative stays true to its positioning, differentiation, and long-term market strategy.

Strategic and Creative Alignment

Define the brand's message, tone, and visual standards to ensure every marketing effort expresses one cohesive identity and supports business growth.

Leadership and Collaboration

Mentor internal teams, build marketing infrastructure, and foster alignment across sales, operations, and executive leadership.

Campaign and Market Activation Strategy

Plan and manage targeted campaigns across priority markets and media channels that drive awareness, engagement, and measurable growth.

Customer Intelligence

Research and interpret customer insights, competitive trends, and market data to guide smarter decision-making and identify growth opportunities.

Performance Oversight

Evaluate analytics, oversee spend, and translate data into actionable recommendations that keep marketing efforts accountable to results.

Innovation and Opportunity Development

Anticipate market shifts, identify emerging technologies and audiences, and position the brand ahead of competitors.

Budget, Measurement, and Reporting

Oversee budgets, resources, and performance metrics to ensure every investment is efficient, accountable, and tied to measurable results.

CMO Services: *Where Strategy Stays the Course*

How CMO Services Work

Every business reaches a point where marketing outgrows its structure, growing markets, more moving parts. CMO support brings steady leadership to protect the brand, align the team, and keep strategy moving in the right direction. We build capacity, strengthen decision-making, and make sure every move supports the brand, the business, and the vision.

The Process

Step 1: Assess and Align

We start by understanding your goals, market position, and team structure. Together, we identify strengths to build on, risks to address, and the key areas where leadership will make the greatest impact.

Step 2: Build the Roadmap

We translate that insight into a clear plan — one that defines priorities, clarifies responsibilities, and unites marketing, sales, and operations around measurable business outcomes.

Step 3: Lead and Empower

Your CMO leads from within, mentoring the team, refining processes, and protecting brand consistency. As systems strengthen, the team grows more confident, capable, and aligned — ready to sustain growth long after the engagement ends.

What Makes It Different

- Protects the brand through clear leadership and accountability
- Builds internal capability and confidence across the team
- Aligns marketing, sales, and operations under one clear direction
- Strengthens structure and communication as the organization scales

Why It Works

CMO services bring focus, foresight, and follow-through. They ensure the brand stays true to its purpose, the team grows stronger with each initiative, and the business keeps its edge in a competitive market. It's the leadership layer that transforms growth from reactive to intentional.

In Short

CMO services bring disciplined leadership that guards the brand, empowers the team, and sustains momentum.

LAUNCH SERVICES

Where Strategy Catches Their Stride

Launch Services: *Where Strategy Catches Their Stride*

Launch Services are built for organizations ready to roll out a newly developed brand but need extra capacity to do it right. It's a short-term, high-impact partnership that helps teams launch confidently, align internally, and keep momentum steady while managing their everyday responsibilities.

We coach, guide, and reinforce—helping teams learn how to nurture the new brand, understand where their role fits in the bigger picture, and build the confidence to carry it forward. Launch Services provide structure, encouragement, and direction until the brand feels like second nature.

What's Included: *What it delivers. What it fixes.*

Team Coaching and Brand Onboarding

Hands-on support that helps your team understand the brand, build confidence using it, and feel proud sharing it.

Launch Plan That Sets the Pace

A clear 6–12 week plan that defines priorities, roles, and timing so everyone knows what's happening and when.

Checklists and Tools That Keep Everyone Aligned

Simple, shareable systems that make it easy for staff to stay consistent across posts, print, signage, and customer communication.

Training That Builds Capability

We train your team to apply the brand in real scenarios, helping them speak, write, and present with clarity and confidence.

Metrics That Measure Progress

You'll see what's working and where to adjust through simple metrics that track engagement, consistency, and adoption.

Guidance That Builds Independence

We stay close long enough for the team to feel confident, then step back once they can run the brand smoothly on their own.

Progress Reviews That Keep You on Track

Regular check-ins to celebrate wins, troubleshoot challenges, and refine priorities as the launch unfolds.

Launch Services: *Where Strategy Catches Their Stride*

Why It Matters

You've invested in a great brand. Now it's time to make sure it sticks. Launch Services keep your team focused, your message consistent, and your momentum moving. It's the follow-through that turns a new look into lasting strength.

Why Now

Your brand is new—your habits aren't. Launch Services give your team the structure, content, and coaching to live the new brand every day. It's the bridge between rollout and routine.

About Rally Cry

We build brands that make decisions clear.

That's it. That's the job. We make the message make sense. We discover brands that give the heart what it wants and the mind what it needs to say yes.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

We get there through a discovery process that digs deep. We track patterns, read responses, and decode the cultural signals that shape decisions—like our own unique blend of brand anthropologists and behavioral economists.

We turn human insight into high-performance brand systems, built to woo customers, rally teams, and earn trust.

We're thinking partners. We work alongside founders, CEOs, and strategists who know what

it's like to carry the weight of a vision no one else can see yet. We shape breakthrough brands that scale, hire, and deliver.

Every brand we uncover supports livelihoods. By working with clients to build brands that expand—hiring, training, and innovating—we create ripple effects that reach families, employees, and neighbors alike.

Our own company thrives on this dynamic: the more brands we develop, the more opportunities emerge for people, on both sides of the table. For us, success is measured by the number of communities connected, jobs created, neighborhoods nourished, and lives touched.

To us, building brands means building futures. Let's make something together.

Give us a shout.

We'd love to work together

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RALLY CRY BRANDS