



Fractional & On-Demand Marketing

The Zingraf Group LLC

Are you at that point in your company's growth where you know you need marketing support and a plan, but you're not ready to invest in a full-time leader or staff? Do you have junior-level marketing resources filling your basic marketing needs, but not a strategic marketing vision and you're not ready to invest in a full-time leader? Do you need an experienced marketing practitioner to fill an identified gap on a freelance or fractional basis? I may be your answer.

My Background

I provide a full range of fractional and on-demand marketing services. My background includes marketing, customer support, business management, and content development. Technology, educational, publishing, and consumer segments. Domestic and global markets. Large, mid-size, early-stage companies, and start-ups. Public, private, private equity-owned, and venture-backed. In essence, its experience, depth, and breadth. That's what I bring.

The Results

I help organizations and individuals achieve their objectives and I thrive in an environment where I can make a difference. With a reputation as both a builder and a fixer, I have an established history of leading change that has taken business units and functional areas to new levels of success. I honed my skills in companies such as Wiley, Blackboard, Pearson, Macmillan, SPSS, and a number of early-stage companies, fractional, and freelance engagements.

A Bonus Perspective

Here's something you won't often find in a marketing person. I've also managed customer support teams. I understand the value of the customer perspective and know how important it is to incorporate the voice of the customer into everything an organization does.

The Services

Areas where I can leverage my depth and breadth of experience to help you achieve your objectives include:

- Strategic & tactical planning
- Brand strategy development
- Messaging & positioning
- Competitive & market analysis
- Product marketing support
- Marketing communications, PR & events
- Sales enablement & go-to-market strategies
- Collateral & sales tool creation
- Persona development
- Campaign & lead generation
- Budget development & management
- Partnership & vendor management

The Bottom Line

From a perspective of guiding principles, I am customer focused, collaborative, self-aware, detail- and action-oriented, and a model for the people I manage and work with to drive results. Integrity, accountability, authenticity, and altruism are hallmarks of who I am.

Interested? Reach out, and let's explore how I can help.

Lynn Zingraf

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