

# PIVOT STUDIOS



## About Pivot Studios

Pivot Studios specializes in guiding SMBs, series-funded companies, and executives toward accelerated growth.

Our mission is clear: to empower businesses with strategic insights, tailored programs, and robust marketing infrastructures that fuel rapid expansion.

All of our services are tailored around the specific needs of the business and come with 15+ years of experience in successful marketing and leadership.



*Rachel Anderson.*  
Fractional CMO

## You need a Fractional CMO if:

- ✓ want tailored marketing expertise for the current stage of your company
- ✓ have a team that you want to grow in confidence and skill
- ✓ want a recurring cost for monthly activities and strategic support
- ✓ need help understanding how to best position your marketing efforts
- ✓ aren't sure what KPIs or metrics will help you get clarity in your pipeline
- ✓ want extra marketing support for production, parental leave, and more

## Marketing Strategy

Ensure a clear executive vision in order to reach customers and engage your audience for business growth. We create robust marketing strategies, lead campaigns, analyze marketing trends and implement data learned back into marketing efforts.

## Process Improvement

Assessing marketing processes ensures consistent growth and adaptability to meet evolving business needs, amplifying your brand's reach and impact. We ensure your marketing infrastructure can scale, to maximize your efficiency, minimize costs, and easily flex as your business goals grow.

## Organizational Alignment

A critical first step for accelerated growth is to know your organization is ready to handle the growth. We analyze, discuss, compile, and inform leaders where a pivot in their organization can make all the difference in achieving business objectives. This also includes training and change management to support adoption, both big and small.

## Process

At Pivot Studios, we leverage Key Performance Indicators (KPIs) and metrics as the cornerstone of our decision-making process. By meticulously analyzing marketing metrics, we craft tailored business recommendations and implement targeted marketing strategies, driving process improvements and ensuring organizational alignment with our client's goals and objectives.