

Unlocking Immediate Expertise and Boosting Long-term Team Talent with Fractional Expertise

An efficient and cost-effective way to build success.

TCA Webinar



YOUR HOSTS

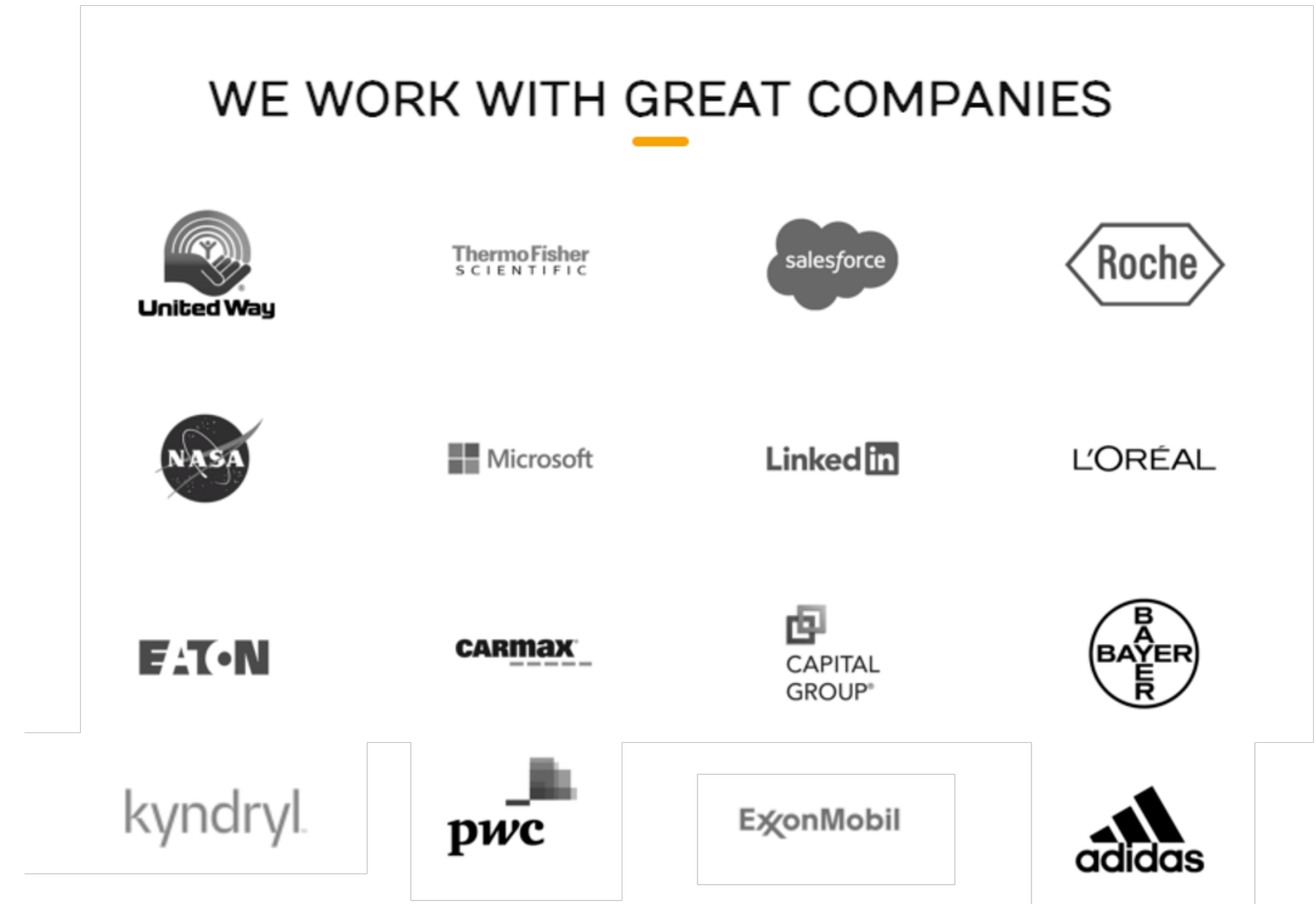


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WE WORK WITH GREAT COMPANIES

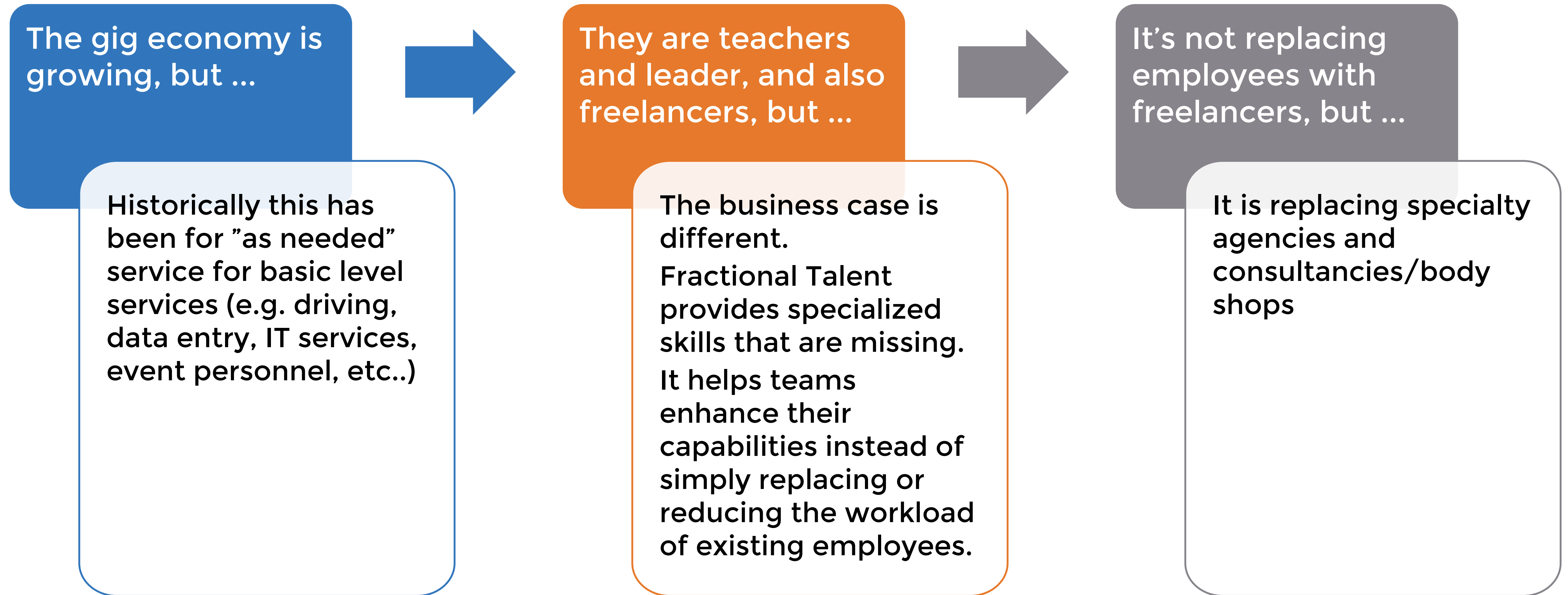


What we're going to talk about today

1. What is Fractional Talent ... it's not just your average temp worker.
2. How is, specifically, it affecting marketing and content approaches?
3. The anatomy of a content strategy and how fractional talent is solving the "problem" of the AMAZING TRANSFORMATIVE strategy that never gets implemented.
4. A couple of examples where we've seen it in work. No, really.

A Global Trend hidden in the Chaos of the WFH Trend

Yes – it's the Gig Economy – but it's also different.



Fractional Talent – Why and What it offers

Why it's popular

- Evolution of Marketing
- Increasing specialization.
- Different ways of working
- Ebbs and flows to the skills we need
- Shrinking budgets
- Desire for curated talent
- Immediate impact

What it offers

- Limited time hiring of expertise
- Timely injection of talent at a fraction of the cost and time of FTE
- Entrenched as part of the company v. just part of a project team
- Training and long-term knowledge transfer
- Expedited growth

When to use Fractional Marketing/Content Talent

- Marketing leadership needed - budget unknown
- Merger or acquisition transition
- Starting up a new business
- Seasonal swings in demand
- Product launches
- New channel testing and launches
- Rolling out new strategy and/or structure

Oft Forgotten Content and Marketing Roles

These specialty skill roles are critical to a successful content strategy implementation.

They are in high demand, but only for a very specific part of the overall initiative.

These jobs often fall to people who have “bandwidth” but are not particularly skilled at the position.

Program Manager

- Oversees and coordinates multiple projects within a strategic initiative.
- Lead teams, track progress, allocate resources, and communicate with stakeholders.
- Identifies risks, resolves issues, and ensures successful project delivery within constraints.

Workflow Specialist

- Designs, analyzes, and optimizes processes to enhance efficiency, productivity, and quality.
- Collaborates with teams to define procedures, train employees, and optimize workflows.

Data Specialist

- Collects, organizes, and analyzes data to inform decision-making.
- Ensures data accuracy and security
- Enables data-driven decisioning and business growth.
- Uses statistical tools to create visualizations and identify trends.

Governance Specialist

- Develops and enforces content guidelines.
- Manages workflows.
- Ensures consistency and quality across all content channels.
- Oversees content audits and recommends improvements to content-related processes.

Content Strategy Specialist

- Develops and implements a strategic plan for creating, managing, and distributing content that aligns with an organization's goals.
- Contributes to institutionalizing content-related processes, measurement, and documentation.

Change Management Specialist

- Helps organizations navigate and implement change-invoking initiatives.
- Creates strategies, communicates with stakeholders.
- Address resistance to change.
- Ensures the successful adoption of new processes, systems, and/or cultural shifts.
- Minimizes disruptions to operations.

Technology Specialist

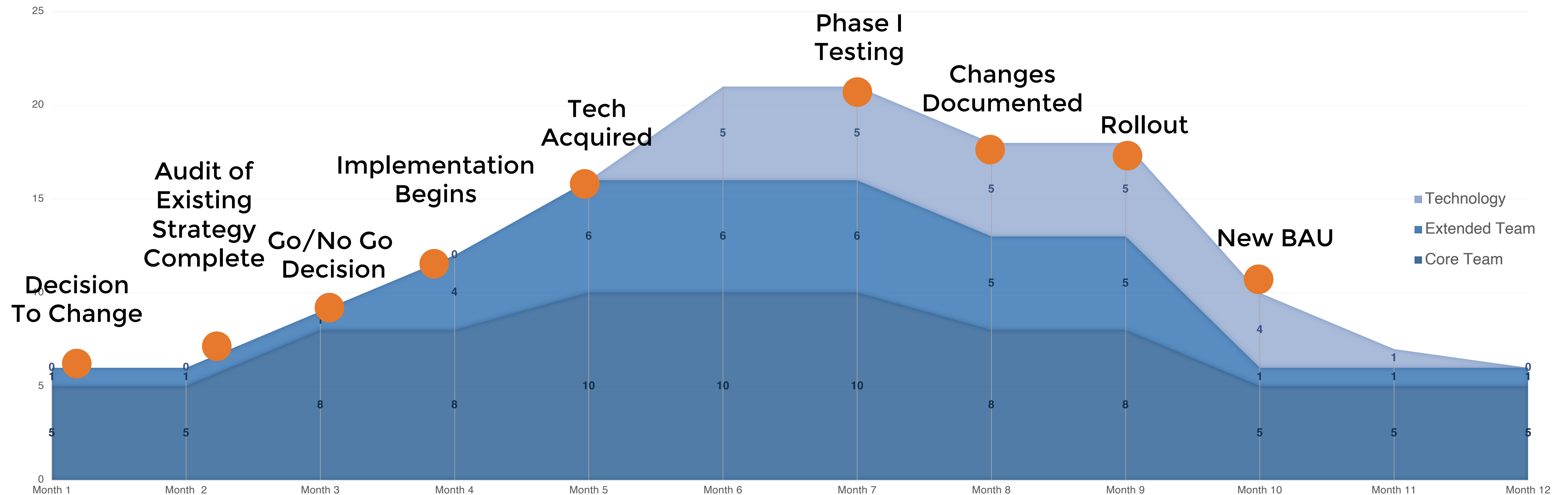
- Implements, manages and troubleshoots technological solutions.
- Optimizes systems, provides technical support, and ensures data security.
- Stays up to date on industry trends and recommends innovative solutions to improve efficiency and productivity.



Anatomy of a Content Strategy Implementation

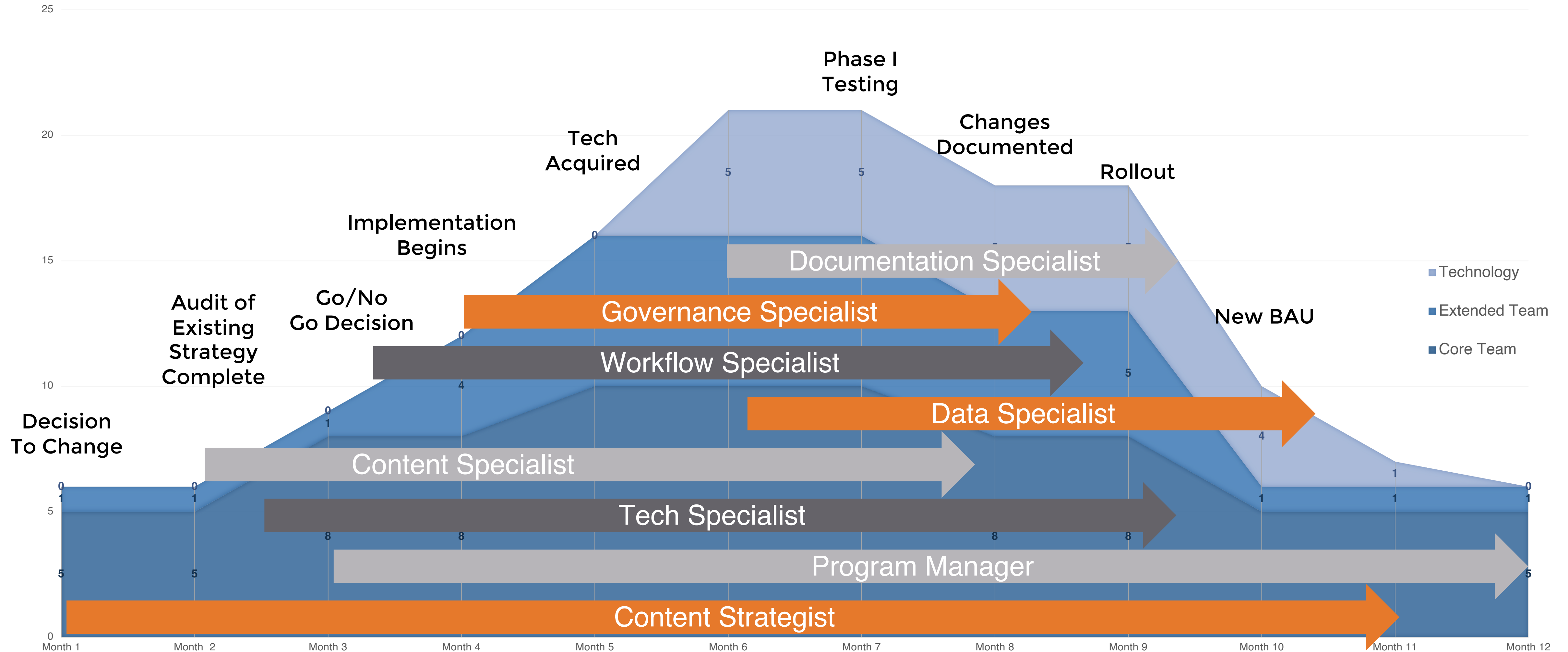
A successful implementation of new content or content marketing strategy can take up to a year to getting it fully integrated into the organization.

TYPICAL CONTENT STRATEGY IMPLEMENTATION TIMELINE



Mountain of Content Strategy Implementation

TYPICAL CONTENT STRATEGY IMPLEMENTATION TIMELINE



How to find the best-fit Fractional Expertise



Key Take-aways

Engaging fractional talent ...

1. Is a cost-effective way to add/access deep leadership, expertise, etc. without the commitment of a full-time hire.
2. Adds diversity to a team's skillset when needed and as a means of testing the need/value for the team.
3. It can enhance your strategic direction and focus.
4. It is available for marketing, content, and other core functions of your business.
5. It is what TCA does, so give us a shout - we'd love to contribute and be a part of your success.

TCA Can Help

We enable success by sharing our expertise and building core capabilities within the teams we work with.

Have questions?
TCA has answers.

Feel free to write them in the webinar's chat window.

Or connect with us by scanning the QR code below and sending us a note.



Our Proven Approach

=

Direct Efforts

TCA has unique capabilities to apply a wide array of niche content talent and expertise to support your content lifecycle needs.

Deliver The Plan

Success is a journey, not a destination that requires a strategy and a plan. We help clients build a plan and timeline that is right for them.

Build Capabilities

With a foundational knowledge base established, TCA guides teams to adopt and build core content and marketing skills within their own teams.

Assess & Validate

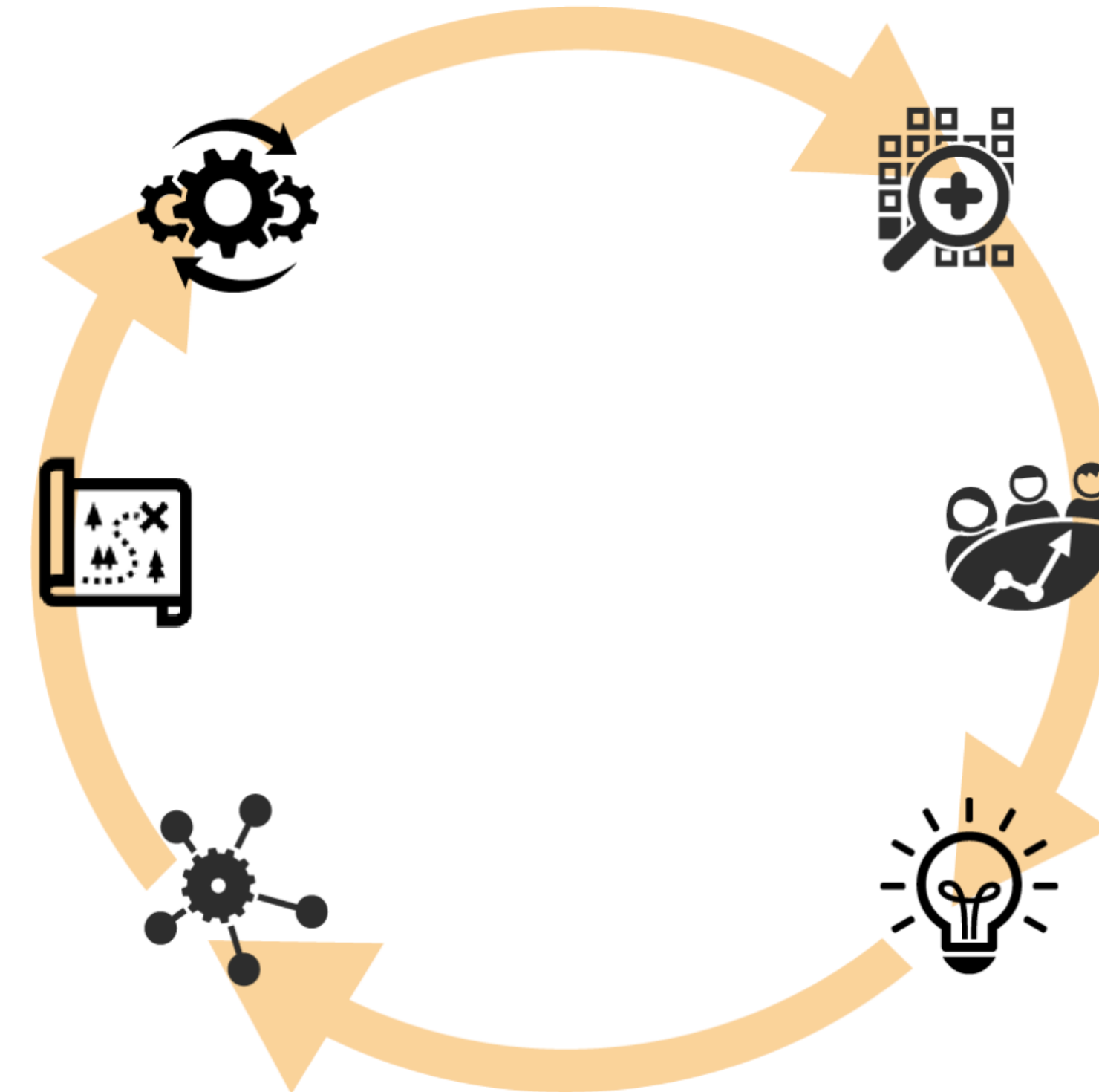
TCA starts with clarifying the challenges at hand, and priority for their solutions.

Define Success

With the problem statement defined, TCA helps clients set the goals and objectives necessary to support what that success looks like.

Share Insights

Sharing the expertise gained during decades of combined experience, TCA lays the foundation for long-term growth and maturity.



TCA's next Webinar: What The Hell Should We Do With Social Media 2024

April 25, 2024 @ 11 am PT/2 pm ET

With A Special Guest To Be Named

It is no wonder that most are flummoxed about what to do about social. And who could blame them?

- There's little trust (read: No) on X (formerly known as Twitter),
- Facebook seems void of anybody but our parents,
- Instagram is all about the influencers,
- LinkedIn feels too noisy, and
- Tik Tok is about to be banned.

What the hell should a 2024 social media strategy look like from a marketing perspective.

Join us for our next webinar where we'll look at the best practices in Social Media, how to conduct your own social media channel audit, and then build a productive roadmap for making social media work for your business.

Use the QR code to
sign up now!



THANK YOU!!



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WE WORK WITH GREAT COMPANIES



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SCIENTIFIC



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