

# Powder Days Marketing Celebrates 60% Growth in 2024 Amid Rising Demand for Fractional CMOs

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*Fractional CMOs saw explosive growth in 2024, transforming how businesses access strategic marketing leadership with agility and efficiency.*

LEHI, UT, UNITED STATES, January 28, 2025 /EINPresswire.com/ -- Powder Days Marketing, a Utah company, has provided [Fractional Chief Marketing Officer](#) (fCMO) services since 2017 and is proud to announce a remarkable 60% growth in 2024. This achievement underscores the increasing importance and recognition of fractional CMOs in today's dynamic business environment.

## Understanding the Fractional CMO Role

A fractional CMO offers companies access to high-level marketing expertise on a part-time or project basis, providing strategic leadership without the commitment of a full-time executive. This model allows businesses to benefit from seasoned marketing professionals who can drive growth, develop effective marketing strategies, and adapt to market changes efficiently. The flexibility and cost-effectiveness of fractional CMOs make them an attractive option for companies aiming to enhance their marketing efforts without incurring the expenses associated with full-time executive hires.

## The Surge in Fractional Executive Engagements in 2024

The year 2024 witnessed a significant rise in the adoption of fractional executives, particularly CMOs. [A survey](#) conducted in August 2024 revealed that 9% of startup founders and small-to-medium business owners were either currently working with or planning to engage a fractional CMO within the next 12 months, marking an increase from the previous year's 5%. This trend highlights a growing recognition of the value that fractional CMOs bring to organizations seeking strategic marketing leadership without long-term commitments.

## Media Recognition of the Fractional CMO Trend

National business media outlets have taken note of this shift towards fractional CMOs. In March 2024, [Forbes](#) highlighted the strategic role of fractional CMOs in enhancing competitiveness through agility. Similarly, eMarketer discussed the reasons behind companies turning to

fractional CMOs, emphasizing their ability to provide high-level integration within organizations. Adweek and The Wall Street Journal have also explored the growing appeal of fractional CMOs, noting their effectiveness in delivering strategic marketing leadership on a flexible basis.

## Powder Days Marketing's Commitment to Client Success

Since its inception in 2017, Powder Days Marketing has been dedicated to helping businesses grow by providing tailored fractional CMO services. The company's mission is to enable business owners to achieve their goals while enjoying more "powder days"—those ideal days of joy and renewal, whether on the slopes or in other personal pursuits. By taking on the marketing responsibilities, Powder Days Marketing allows clients to focus on other critical aspects of their business, leading to increased profits and personal fulfillment.

The impressive 60% growth in 2024 reflects Powder Days Marketing's commitment to delivering exceptional value to its clients. As more companies recognize the benefits of engaging fractional CMOs, Powder Days Marketing is poised to continue its trajectory of success, helping businesses navigate the complexities of modern marketing with expertise and agility.

## About Powder Days Marketing

Powder Days Marketing specializes in providing fractional CMO services to small businesses seeking strategic marketing leadership without the commitment of a full-time executive. With a focus on delivering customized marketing strategies, marketing plans, vendor management, and execution, Powder Days Marketing empowers business owners to achieve growth while enjoying more of what they love.

For more information, visit [morepowderdays.com](https://www.morepowderdays.com).

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