



# FRACTIONAL CMO

We Supercharge Your Growth Engine

## BAKEMATE BACKGROUND

Bakemate is a highly reputed FMCG brand, which manufactures & distributes Cookies & Confectioneries across continents.

With sustained commitment to excellence, backed by a world class production and distribution network, Bakemate has carved a position for itself in the world of cookies & confectioneries.

## CHALLENGES

With growing competition from its peers, Lead & Demand generation was really challenging with almost no digital presence and an outdated website.

## SOLUTION

Fractional CMO partnered with Bakemate to create an omni-channel digital presence and inbound marketing methodology to generate leads organically.

## RESULTS

Within a span of 3 months, we were able to reduce the CPL( cost per lead) by 50% and increase the lead generation by 30%.

## THE VERDICT

***“Fractional CMO is one of the very few agencies who walk the talk. They have helped us generate 30% more leads(MQL) in just 3months.***

***- Adarsh Agarwal, Director Pahal Foodst***

1100 %  
Jump in traffic

30 %  
more B2B Leads

10x  
Jump in social traffic

4 Keywords  
on Page 1 of SERP

55  
Website Pages

5  
Blogs

440+  
Social Postings

7000+  
Followers

4  
Keywords ranking  
on Page 1