

# Fractional CMO Pricing: Simple, Transparent, Effective



## Intro

Guerrilla Marketing Group builds trust, authority, and leads—fast. We create high-impact branded content that positions you as the go-to expert, without the cost of an in-house team.

## Creative Points System

*Your marketing. Your way. Every month.*

Pick the deliverables that matter most—month after month—while keeping your budget predictable and your results on point.

## Tiered Monthly Packages

Guerrilla Spark	25 Points	\$2,000
Guerrilla Surge	50 Points	\$4,000
Guerrilla Domination	100 Points	\$6,000

## How It Works

- Creative Points System – Choose a package each month, spend points on any service in the menu.
  - Mix & Match Services – Flexibility to swap deliverables as your needs change.
- Prepaid Monthly – Packages are paid in advance each month.
- 100% Rollover – All of unused points roll over to the next month ( Wait time may increase and total rollover expire after 3 month).
- Month-to-Month – No minimum contract required.

## Creative Points Menu

### Video and Visual Content

Item	Pts
Short Video (≤60s)	5
Long Video (3–5 min)	10
Webinar Editing	10
Interactive Deck w/ Video	10
GIFs / Memes	5
Short Clips from Long Vid	5
Social Video Ads (1–4 min)	5

### Podcast Content

Item	Pts
Podcast Editing (≤1 hr)	5
Branded Intro/Outro	10

### Branding & Visual Identity

Item	Pts
Branded Social Templates	5
Custom Wallpapers/Covers	5
Infographic Design	5
Brand refresh & Motion Update	35
Complete Brand Package	85

### Professional- Specific Extras

Item	Pts
Intro, FAQ, Welcome Video	5
Market Update Video/PDF	5
Case Study, ED, Event (PDF,PNG,JPG,MP4)	10
Branded Guides	15

### Marketing Collateral

Item	Pts
Pitch Deck (≤15 slides)	20
Client PDF/Brochure	10
Seminar/Event Deck	15

For more information about who we are, to explore our work, and to view our latest content, visit us on social media or check out our website. To discuss how Guerrilla Marketing Group can help you stand out, book your free 15-minute conversation today.



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