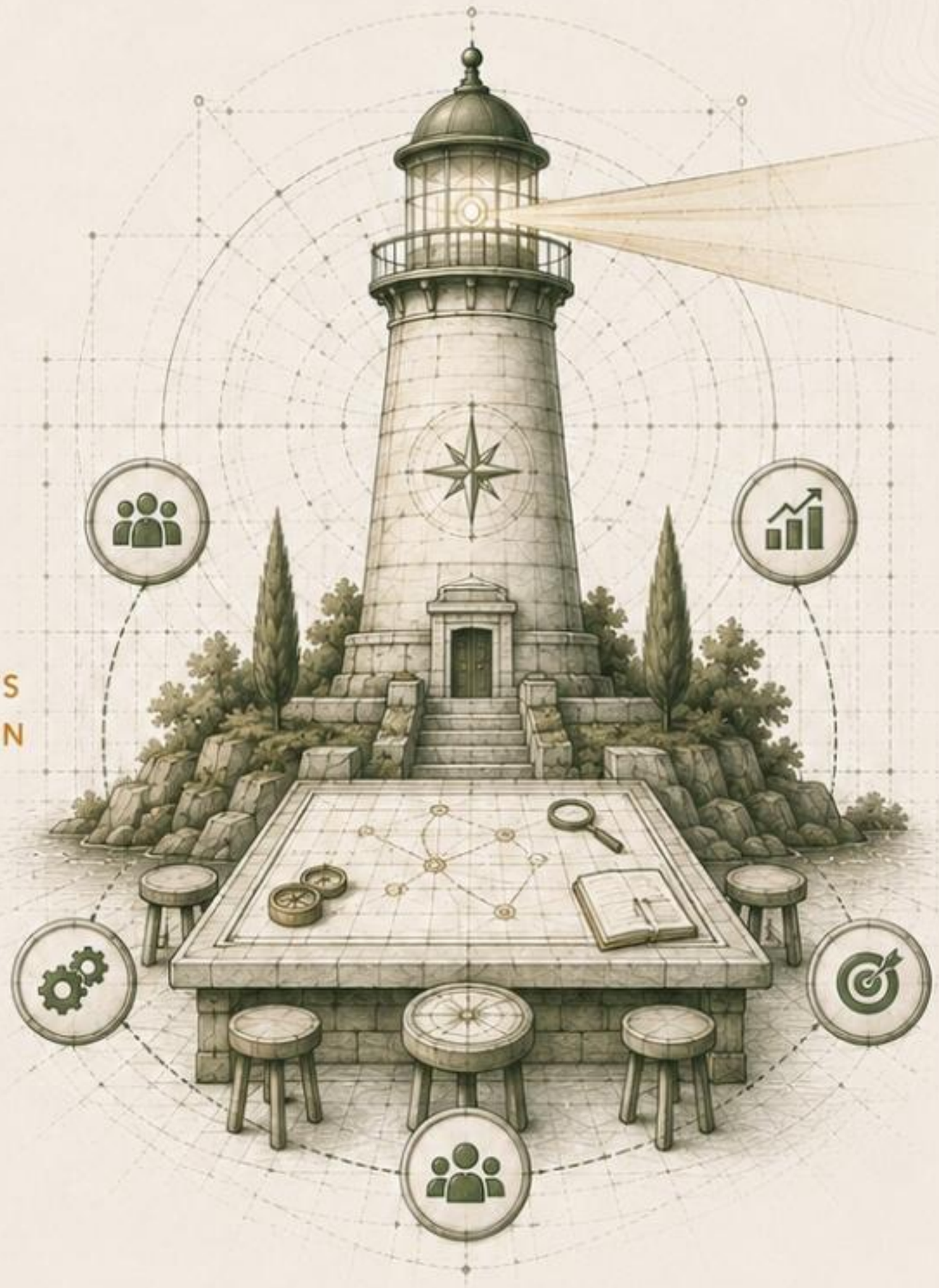
Stone Soup
Strategy

Integrated Strategic Support

ONGOING AND FLEXIBLE ENGAGEMENTS
THAT CONNECT STRATEGY TO EXECUTION



Some companies need more than a focused sprint. Stone Soup also offers ongoing and tailored strategic support for organizations that need steady guidance, senior marketing perspective, and a more integrated relationship.

Fractional Marketing Leadership

Ongoing senior marketing guidance, prioritization, and execution leadership.

Custom Consulting

Tailored strategic support built around a specific challenge, opportunity, or growth moment.

Best Used For

Organizations that need more continuity, more strategic involvement, or a flexible partner to help connect clarity to execution over time.

Stone Soup Strategy

Fractional Marketing Leadership

ONGOING SENIOR GUIDANCE THAT TURNS STRATEGY INTO FOCUSED EXECUTION

Fractional Marketing Leadership gives companies access to senior-level marketing guidance without the need for a full-time executive hire. It helps connect strategic direction, team alignment, prioritization, and practical execution leadership.

What It Is

An ongoing strategic partnership that provides senior marketing leadership on a flexible basis.

What It Includes

Strategic prioritization, team alignment, decision support, execution oversight, and leadership across marketing initiatives.

What It Enables

More focused execution, stronger alignment, clearer priorities, and greater marketing momentum.

Best Fit For

Growing companies that need experienced leadership, but do not need or want a full-time in-house marketing executive yet.

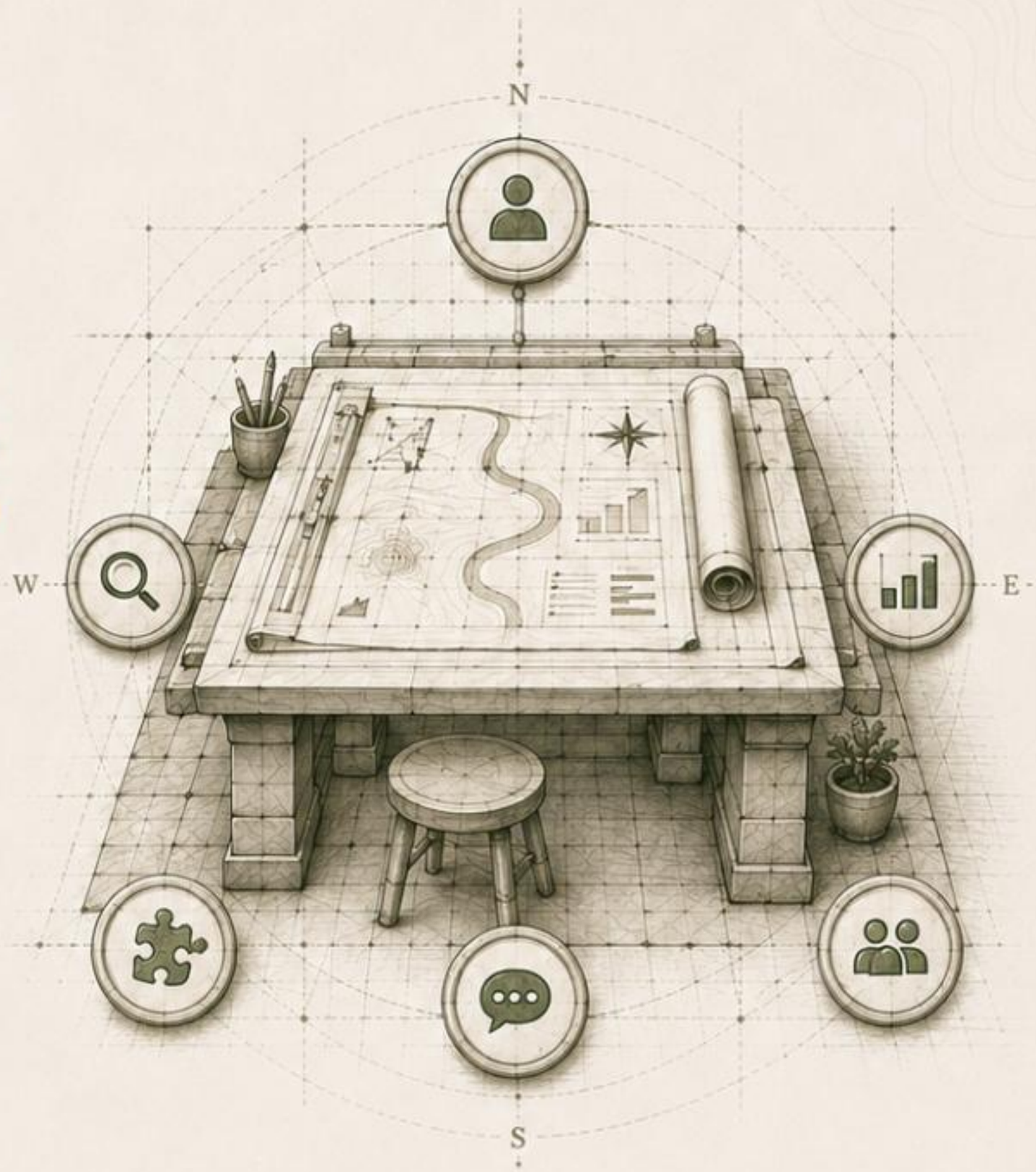
Best Used When

A company needs steady marketing leadership to translate strategic clarity into coordinated action and measurable progress.

Stone Soup
Strategy

Custom Consulting

TAILORED STRATEGIC SUPPORT BUILT AROUND A SPECIFIC CHALLENGE, OPPORTUNITY, OR GROWTH MOMENT.



Custom Consulting is designed for companies that need strategic support shaped around a specific situation.
It provides a flexible way to address complex questions, sharpen decision-making, and build the clarity required for the next stage of growth.

What It Is

A flexible consulting engagement shaped around a particular business challenge, growth moment, or strategic need.

What It Includes

Discovery, strategic analysis, focused recommendations, practical advisory support, and project-specific guidance.

What It Clarifies

What needs to happen next, what the business should prioritize, and how the strategy should be structured.

Best Fit For

Organizations with a specific challenge, opportunity, or transition that does not fit neatly into a standard sprint or ongoing leadership model.

Best Used When

A company needs strategic help that is flexible, situation-specific, and built around a defined problem or opportunity.