

Examples of Service Offerings

Each engagement is tailored to context, goals, and stage of a growth journey. But, here are typical examples of where I can bring value — from early-stage structuring to strategic pivots or leadership transitions.

Kickstart

Structuring marketing foundations to launch fast and right

For whom?	B2B Tech startups in early stage or post-Series A, with little or no marketing team in place. A product is already on the market or launching. The CEO is still (too) involved in marketing.
Objective	Lay the foundations for a structured and scalable marketing function: clarify positioning, prioritize high-impact actions, set up tools and KPIs. Create the conditions for efficient and measurable execution.
Engagement	Flash mission or highly agile part-time
Scope / activities	<ul style="list-style-type: none">- Marketing diagnosis + key interviews- Definition of marketing's role in the organization- Clarification of positioning + base messaging- Identification of ICP/personas- 3- to 6-month roadmap- Recommendations on team structure, talent recruitment or agency sourcing- Quick win recommendations and possibly implementation of first actions
Deliverables	<ul style="list-style-type: none">- Strategic summary (positioning, personas, roadmap)- Prioritized action plan (option: execution of first actions)- Org recommendations (option: JD, interviews, onboarding)- Starter KPI kit and dashboard
Expected outcomes	<ul style="list-style-type: none">- Clear understanding of Marketing's role- Aligned positioning and roadmap with business goals- Quick wins ready to launch- Initial performance tracking in place

Scale

Structuring, aligning, and scaling a high-performing marketing function

For whom?	B2B Tech scaleups post-product-market fit, typically post-Series A/B, with a young or partial marketing team and a strong need for structure, Sales/Marketing/Product alignment, or scaling.
Objective	Structure the marketing function, define the strategy and drive the plan, create strong alignment with business goals. Make Marketing a clear, measurable growth engine.
Engagement	Ongoing part-time or short-term full-time mission (depending on urgency or transformation context)
Scope / activities	<ul style="list-style-type: none"> - Marketing diagnosis + key interviews - Recommendations on org optimization (profiles, roles, governance) - Governance and operating rhythms - Sales / Marketing / Product alignment: ICP/personas, process, dashboards/KPIs, campaigns - Strategy definition and marketing plan oversight - Launches of new products/offers/programs if needed - Can support an existing marketing leader to boost impact
Deliverables	<ul style="list-style-type: none"> - 6-12 month marketing plan aligned with business - Target org & staffing roadmap (optional: JD, interviews, recruitment, onboarding) - Governance & operating rituals - ICP/Persona documentation, messaging framework (if not defined) - Marketing dashboard aligned with Sales - Campaign calendar (with goals & budget) - Product launch process (operational, aligned with Product) - Execution support (if needed)
Expected outcomes	<ul style="list-style-type: none"> - Empowered, stabilized, equipped team - Improved alignment between Marketing, Sales & Product - Higher marketing efficiency via shared KPIs - Visible impact on pipeline and revenue

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Pivot

Redefining marketing strategy to support a strategic transformation

For whom?	B2B Tech startups or scaleups facing a strategic shift: repositioning of product or brand, new product line launch, international expansion, go-to-market redesign, post-funding, post-M&A, or new board pressure.
Objective	Support the company's transformation by (re)defining a marketing strategy aligned with new business goals, ensuring stakeholder alignment, and driving repositioning or rollout.
Engagement	Full-time short-term mission or hybrid format (mix of full-time/part-time depending on project phase)
Scope / activities	<ul style="list-style-type: none"> - Diagnosis of the current situation (organization, product/market fit, ICP/personas, differentiation, KPIs) - (Re)definition of positioning, value proposition and messaging - Scoping of the new go-to-market: ICP/personas, channels, marketing/sales roadmap, business goals - Launch plan and calendar (offer / brand / geography / strategic segment) - Execution of launch plan (website, sales tools, training...) and communication plan (clients, prospects, investors, press, internal) - Coordination with Sales, Product, and Executive Committee (board if needed) - Coaching or oversight of internal profiles involved in the transformation
Deliverables	<ul style="list-style-type: none"> - Strategic diagnosis and synthesis - New (or updated) positioning and messaging framework - Complete launch plan: documentation, timeline, status reporting, success metrics - Internal/external/corporate communication scenario (pre and post-GA) - Organizational, staffing, and budget recommendations according to the project
Expected outcomes	<ul style="list-style-type: none"> - Clear strategic direction, shared internally - Marketing aligned with the new business ambition - Strong, coherent, impactful communication - Launch executed effectively (or ready for execution by internal teams)

Interim

Ensuring continuity in case of CMO absence

For whom?	Any startup or scaleup experiencing the temporary absence of its CMO (sudden departure, medical leave, maternity leave).
Objective	Ensure continuity and avoid slowdown of marketing and business momentum during a transition phase.
Engagement	Interim mission (full-time or part-time)
Scope / activities	<ul style="list-style-type: none">- Ensure continuity of strategic and operational marketing actions- Preserve alignment with business, Sales and Product- Take part in governance and management rituals- Act as a point of contact for partners, agencies, board, and internal teams
Deliverables	<ul style="list-style-type: none">- Transition report if required- Ongoing marketing plan execution- Optional coaching or onboarding of incoming CMO / marketing lead
Expected outcomes	<ul style="list-style-type: none">- Smooth handover- Preserved performance and internal engagement- No loss of momentum on business-critical initiatives