FRACTIONAL MARKETING DIRECTOR | SAMPLE

Diagnostic

Alder & Rook | Shopify home goods | about $6M a year

Fictional brand and illustrative figures. Shows the format and the kind of finding, not a client result.
Reviewed: 12 months of Shopify, Klaviyo and ad account data, plus the site and the email program.

THE READ

Alder & Rook pays to reach people who already know it, leans on one channel, and discounts products that sell on their own. Six fixes save or free an estimated **$38K a month** and add **$47K** in monthly revenue.

Wasted spend

~$38K/mo saved or freed

GETTING CUSTOMERS

Paid budget buying known customers — ~$18K/mo freed

41% of paid spend runs on branded search and retargeting, and 7 in 10 of those orders are repeat buyers. Fix: move that money into prospecting.

GETTING THEM TO BUY

Discounts on products that sell anyway — ~$16K/mo saved

The top 8 products drive 55% of orders and still go out with a code. Fix: hold them at full price, discount slow stock only.

MAKING EACH CUSTOMER WORTH MORE

Stacked discount codes — ~$4K/mo saved

14% of orders use two codes. Fix: turn stacking off and cap one code per order.

Missing leverage

~$47K/mo revenue added

One channel carries acquisition — ~$22K/mo added

78% of new customers come from Meta, with no creators or search content behind it. Fix: test a second channel at 10% of budget.

Free shipping sits below the average order — ~$11K/mo added

Threshold is $75, average order is $94. Fix: raise it to $110 and add a gift at that line.

Nothing after the first order — ~$14K/mo added

Repeat rate is 22%, and no email goes out between day 7 and day 60. Fix: add a post-purchase flow with a day-21 offer.

First 30 days

Week 1

Stop the leaks. Branded search and retargeting capped, stacking off, top sellers off discount.

Weeks 2-3

Build. Shipping threshold and gift, post-purchase flow.

Week 4

Test a second acquisition channel at 10% of budget.

Day 30

Read the results and set the next quarter's priorities.