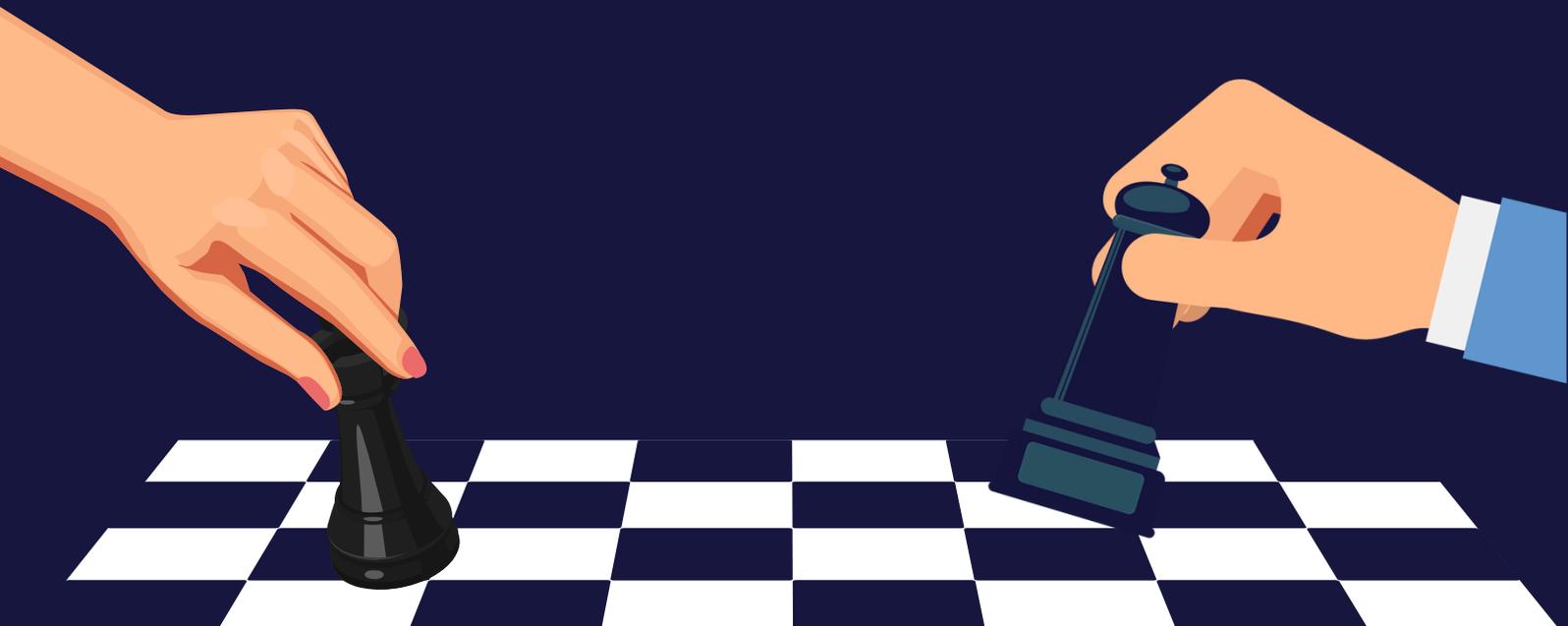




**CMO**  
*as a*  
**Service**

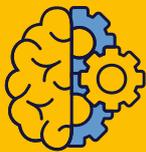


**Strategy. Execution. Results.**



# Strategy **Drives** Growth

I build with purpose,  
create distinction, and drive results.



Projects



Strategy



Campaigns



Leadership



Biz Dev



Creative



Marketing**Minds**.co.il

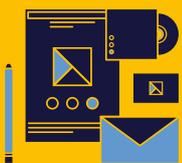
# MEET ME



More than marketing support:  
strategic thinking, hands-on execution,  
and processes that move the business forward.



## MAYDAN SHARVIT



**Marketing  
Execution**



**Strategy &  
Biz Dev**



**Pitch Deck  
& One Pager**



**Go To Market  
Plan**



Over the past 15 years, I've worked with dozens of companies and startups that faced a major marketing challenge: they had a great product, but their marketing was stuck.



CEOs who knew exactly where they wanted to go, but lacked the time or experience to manage marketing effectively. That's where I come in.



I lead strategic, creative data-driven processes with clear metrics for measurable results.



I help CEOs relieve the pressure and start moving the company forward, without building an in-house team and without extra headaches.

# Bringing **Marketing** Clarity

For Companies



**Preparing the company**  
for fundraising through  
sharp, focused  
Pitch Decks and  
One-Pagers.



**Building and managing**  
a smart marketing strategy  
tailored specifically  
to the company  
and its goals.



**Managing vendors**  
and marketing projects,  
from branding to  
campaigns and assets.



**Creating precise**  
Go-To-Market plans  
that drive real  
results in the field.





# M.Minds Method

1



## Marketing Goals

Clear, measurable objectives aligned with broader business goals, guiding marketing and sales efforts precisely.

2

## Market Research

Researching audiences, trends, and competitors to identify customer needs.





3

## Marketing Strategy

A focused strategy built around segmentation, positioning, competition, and messaging.

4

## Marketing Budgeting

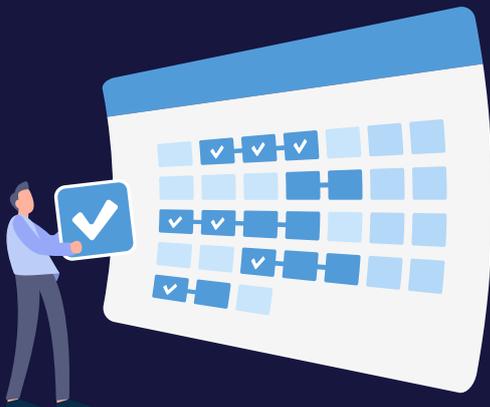
Smart budget allocation across marketing activities for stronger results.



5

## Marketing Plan

A clear execution plan with timelines, responsibilities, channel priorities, campaigns, and creative direction.



6

## Marketing **Execution**

Executing the plan through campaigns, content, social media, and events.



7

## Performance **Tracking**

Tracking marketing performance through KPIs to optimize results.



8

## Performance **Optimization**

Using data to identify improvements and optimize marketing strategy.





# Support Packages

Strategic Marketing Management on a Retainer Model

External CMO-level leadership for businesses that need direction, prioritization, and execution oversight.

Provided on a fixed monthly retainer based on responsibility and involvement.

## 1 Strategic Core

For organizations that need alignment and clarity.

- Monthly marketing direction
- Prioritization of initiatives
- Oversight of media vendors
- Measurement framework and KPIs
- Monthly leadership meeting
- Strategic support for businesses that need focus and direction.



## 2 Growth Partner

For companies that need active marketing leadership.

- Ongoing work with vendors
- Continuous performance monitoring
- Monthly priority management
- Building and implementing an action plan
- Broad marketing management for growing businesses
- Strong involvement in management decisions



## 3 Expansion

For organizations in launch, change, or growth.

- Building marketing infrastructure
- Building processes and a working structure
- Leading Go-To-Market initiatives
- Deep involvement in decision-making
- Ongoing strategic leadership support
- Intensive guidance and leadership of broad strategic initiatives



# Strategy & Foundation (One Time)

for building marketing  
infrastructure from scratch  
or leading a focused  
deep-dive initiative

₹12-18K

## Strategic Foundation

Persona Research,  
Competitor  
Analysis,  
Positioning, and  
Market Perception.

₹18-28K

## Strategy + Action Plan

A full strategy  
including a quarterly  
work plan, Gantt,  
KPIs, and channel  
prioritization.

₹25-40K

## Full GTM Blueprint

Building a full  
marketing foundation  
for the year ahead,  
with a structured  
operational plan.

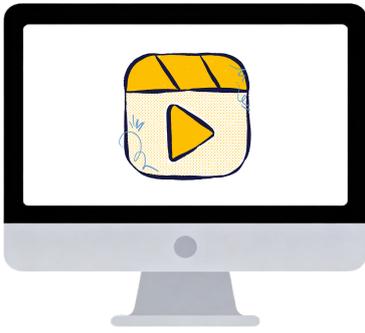
The plan serves as a foundation for ongoing retainer support.

# Advanced

# Creative

## Unit

A dedicated creative unit produces high-quality campaign assets using animation and AI.



### Marketing Video (30 Seconds)

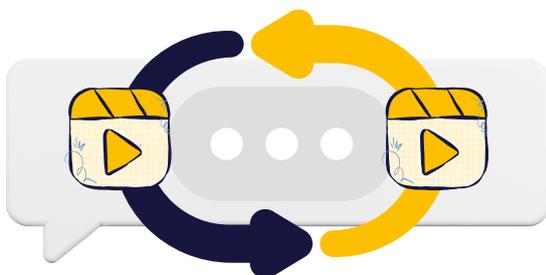
Includes scriptwriting, voice-over, design, animation, and platform adaptations.

**₪ 6K–9K**

### 3 Campaign Videos Package

Includes script, voice-over, design, animation, and adaptations.

**₪ 15K–22K**



### Monthly Creative Retainer

For ongoing creation of video and campaign assets.

**₪ 4.5K–7K**

Creative services are not included in the support packages.



# More than a CMO

