

Khushboo Pradhan

# The 180-Day Marketing Reset

Build the marketing system your business can scale on.

[www.khushboopradhan.com](http://www.khushboopradhan.com)



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# What is the program about?

The 180-Day Marketing Reset is a Fractional CMO engagement designed to help B2B companies move from founder-dependent growth to a structured, scalable marketing system.

Over six months, I work as an embedded marketing leader to fix positioning, align marketing with sales, and build systems that support predictable pipeline without relying on short-term campaigns or growth hacks.



**This program is not about doing more marketing.**

**It is about doing the right marketing, in the right order, so the business can scale sustainably.**



# Who is this program for?



**This program is built for B2B founders and leadership teams who are past the experimentation phase and need marketing to function as a core operating system.**

Best suited for:

- B2B startups and scale-ups with an active sales motion
- Founders who are still heavily involved in closing deals
- Companies preparing for scale, expansion, or enterprise sales
- Teams that want clarity, structure, and accountability in marketing

**If marketing currently feels busy but revenue still depends on leadership effort, this program is likely a strong fit.**

# Why is the program needed?

**Most B2B companies don't struggle because they lack ideas, tools, or talent. They struggle because marketing was never designed as a system.**

Common symptoms include:

- Inconsistent positioning across sales, website, and outbound
- Leads being generated without clear impact on pipeline
- Sales and marketing operating with different definitions of success
- Founders stepping in to “fix” deals repeatedly



The 180-Day Marketing Reset exists to address these structural issues & not with quick fixes, but with durable systems that compound over time.



# Why work with Khushboo?

**I bring the perspective of a builder, not a vendor.**

I've worked across B2B SaaS, infrastructure, EV, manufacturing, and services, often stepping in at moments where growth stalled not due to lack of effort, but lack of structure. My approach blends strategic clarity with operational discipline.

What clients value most:

- A system-first mindset over campaign-led thinking
- Deep understanding of buyer journeys and full-funnel dynamics
- Ability to align leadership, sales, and marketing teams
- Calm, structured execution without noise or theatrics

**This is senior, hands-on marketing leadership,  
without the overhead of a full-time CMO.**

# The 180-Day Structure (High Level)

**The reset is divided into three deliberate phases:**

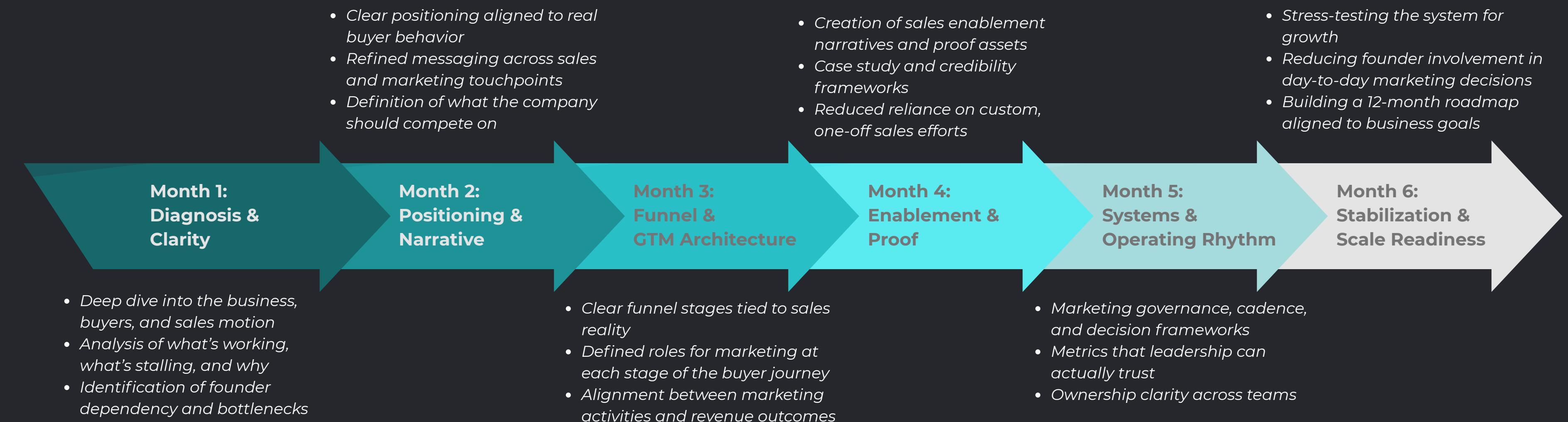
1. Diagnose & Clarify
2. Build & Align
3. Enable & Scale

Each phase builds on the previous one.  
Nothing is rushed. Nothing is cosmetic.



# The 180-Day Structure

## What to expect across 6 months



# What outcomes can you expect from the program?

- Clear, differentiated positioning in the market
- Stronger alignment between sales and marketing
- Improved pipeline quality and deal movement
- Reduced founder involvement in routine growth decisions
- A repeatable marketing system the team can run independently



**By the end of 180 days,  
companies typically see  
clarity first and results that follow.**

**This is about building confidence, predictability, and momentum.**

# Who is this program **NOT** for?

- Idea-stage startups without a sales motion
- Founders looking for quick wins or short-term growth hacks
- Teams unwilling to change how decisions are made
- It builds systems before scale
- Companies expecting marketing to replace sales

**If the goal is speed without structure, this program will feel uncomfortable.**



# Thank You

If you believe your business is ready to move from founder-led growth to a structured, scalable marketing system, I'd be happy to explore whether this program is the right fit.

**Khushboo Pradhan**  
**Fractional CMO | B2B Marketing Strategist**

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