

CONSULTING SERVICES	INDIVIDUAL	GROWTH ENGINE	TOTAL BUSINESS REVIEW
Marketing Benchmarking Score your firm's performance and suggest appropriate range for each metric. Assess how to impact metrics (what levers to pull).	3000	8000	10000
Positioning + branding Review and adjust positioning to make firm less interchangeable. Create or amend brand assets accordingly.	4000		
Customer Journey + Tools Define and assess steps of the journey and what touchpoints could be added. Define appropriate tools to measure and improve the journey.	3000		
Content Benchmarking Score your content, address opportunities and areas of improvements. Evaluate the right themes and channels to maximise your reach.	2000	CONTENT PLANNING	
Content + Lead generation Align your content and lead magnets. Fill in the holes between your content and lead generation opportunities. Define appropriate tools to measure and improve conversion.	3000	5000	
YouTube Engine Complete channel review, discovery and click-through assessment. Implementation of the best practices from top Creators.	900 + 10 per existing video		
Setting up your Video Team Define the balance of skills between outsourced and in house. Establish physical and digital assets. Provide content planning and formats.	1500		

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