



The Complete Price List

Krouder Pty Ltd

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MARKETING OPERATIONS ADVISORY



Strategic Marketing Planning

Crafting your marketing blueprint to align with your business goals and objectives. Our expert consultants will work closely with you to define clear marketing strategies that drive results and support your brand vision.

SERVICE DETAILS:

Market research, target audience analysis, defining unique selling propositions (USPs), and developing integrated marketing plans.

€5,000

Marketing Workflow Optimization

We analyze your current marketing workflows and identify areas for improvement. We aim to streamline processes, enhance efficiency, and reduce operational bottlenecks.

SERVICE DETAILS:

Process mapping, identifying inefficiencies, implementing workflow automation tools, and optimizing resource allocation.

€4,500

Performance Measurement and Analytics

Track and measure the effectiveness of your marketing efforts with key performance indicators (KPIs) and advanced analytics. We'll ensure your marketing campaigns are on the right track and adjust strategies accordingly.

SERVICE DETAILS:

Setting KPIs, creating dashboards, analyzing marketing data, and providing insights for continuous performance optimization

€3,500

Marketing Automation Implementation

We help you implement marketing automation tools that save time and improve efficiency. From lead nurturing to campaign execution, we automate routine tasks, allowing your team to focus on high-impact strategies.

SERVICE DETAILS:

Choosing and implementing the right marketing automation tools, lead scoring, email marketing workflows, and CRM integration.

€6,000

Customer Journey Mapping

Map the entire customer journey to understand your prospects' and customers' interactions with your brand at every touchpoint. We help you create a seamless experience that drives loyalty and sales.

SERVICE DETAILS:

Analyzing customer touchpoints, identifying pain points, and designing personalized marketing strategies that guide customers through the journey.

€5,500

Market Segmentation and Targeting

We assist in identifying key customer segments, helping you tailor marketing messages that resonate with the right audiences.

SERVICE DETAILS:

Conducting demographic analysis, psychographic segmentation, and defining customer personas for targeted marketing efforts.

€4,000

Brand Positioning and Messaging

Enhance your brand's positioning with effective messaging that clearly communicates your unique value proposition. We help you differentiate your brand in the marketplace.

SERVICE DETAILS:

Brand audit, competitive analysis, crafting unique messaging, and ensuring consistency across all marketing channels.

€5,000

Content Strategy and Creation

We create a content strategy that drives engagement and builds trust with your audience. Our team ensures that your content, from blogs to videos, resonates with your target market.

SERVICE DETAILS:

Content creation, editorial calendar development, content distribution planning, and ensuring alignment with your overall marketing strategy.

€5,500

MARKETING OPERATIONS ADVISORY



Lead Generation Strategy

Develop a comprehensive lead generation system that attracts, captures, and nurtures high-quality leads. We'll help you convert leads into loyal customers.

SERVICE DETAILS:

Creating landing pages, lead magnets, email marketing strategies, and optimizing conversion funnels.

€4,500

Campaign Planning and Execution

We help plan, execute, and monitor marketing campaigns to ensure they meet performance benchmarks and drive desired outcomes. Our team provides a full-service approach from start to finish.

SERVICE DETAILS:

Campaign strategy development, timeline creation, budget management, performance tracking, and results optimization.

€7,000

Social Media Strategy and Optimization

Optimize your social media presence with tailored strategies that increase engagement, drive traffic, and build community across platforms.

SERVICE DETAILS:

Platform analysis, content creation, audience targeting, community engagement, and performance tracking.

€3,800

Email Marketing Optimization

Enhance your email marketing campaigns with segmentation, automation, and performance tracking. We design personalized email journeys that nurture relationships and drive conversions.

SERVICE DETAILS:

List segmentation, campaign design, A/B testing, automated workflows, and performance reporting.

€4,200

MARKETING OPERATIONS ADVISORY



Data-Driven Decision Making

We help you make informed decisions by leveraging your marketing data. By using advanced analytics, we ensure that every marketing effort is optimized for success.

SERVICE DETAILS:

Data analysis, customer insights, predictive analytics, and providing actionable recommendations for marketing improvements.

€5,000

Search Engine Optimization Strategy

Increase your website's visibility and drive organic traffic with an SEO strategy tailored to your business needs. We optimize your content and technical aspects to improve search engine rankings.

SERVICE DETAILS:

Keyword research, on-page SEO, link building, content optimization, and local SEO strategies.

€5,500

Paid Media Strategy and Management

Maximize your ad spend by creating and optimizing pay-per-click (PPC) campaigns, social media ads, and other paid media strategies. Our team ensures that your campaigns are cost-effective and high-performing.

SERVICE DETAILS:

Google Ads, Facebook Ads, LinkedIn campaigns, retargeting strategies, and budget management

€6,000

Marketing Technology Integration

We integrate the latest marketing technologies into your operations, ensuring that your marketing tools work seamlessly together to deliver optimal performance.

SERVICE DETAILS:

CRM integration, marketing automation tools, analytics platforms, and ensuring smooth data flow between systems.

€7,500

MARKETING OPERATIONS ADVISORY



Competitive Analysis and Market Research

We conduct in-depth competitive analysis and market research to help you understand your market position and uncover new opportunities for growth.

SERVICE DETAILS:

Competitive landscape analysis, consumer behavior insights, and identifying gaps in the market for targeted strategies.

€4,800

Reputation Management

We help build and protect your brand's reputation online. We ensure your brand maintains a positive image by managing customer feedback, reviews, and public relations.

SERVICE DETAILS:

Monitoring reviews, addressing customer concerns, social listening, and proactive public relations.

€5,000

Influencer and Partnership Marketing

Leverage the power of influencers and partnerships to expand your reach and drive engagement with relevant audiences.

SERVICE DETAILS:

Identifying potential influencers, negotiating contracts, campaign management, and tracking performance.

€6,500

Marketing Budget Management

We assist in developing and managing your marketing budget, ensuring that resources are allocated effectively to achieve the best possible returns on investment.

SERVICE DETAILS:

Budget planning, cost allocation, ROI tracking, and ongoing adjustments to ensure maximum efficiency.

€5,000

READY-MADE PACKAGES



Starter Marketing Optimization

€5,000

Ideal for startups or companies just beginning to scale their marketing efforts. This package focuses on laying the foundation for your marketing operations, ensuring you have the right strategy, tools, and processes to grow effectively.

- Strategic Marketing Planning
- Basic Workflow Optimization
- Performance Tracking Setup
- Customer Journey Mapping
- 1-Month of Ongoing Support
- Target Audience Identification
- Lead Generation Strategy

WHY CHOOSE THIS PACKAGE?

This package is designed for businesses looking to optimize their basic marketing processes. It's perfect for those just starting out and need a clear marketing strategy, process optimization, and initial campaign tracking setup.

Growth Marketing Accelerator

€10,000

This package is perfect for growing businesses that need to optimize existing marketing strategies and integrate more advanced marketing tools. It is designed to accelerate growth and improve efficiency and scale in marketing operations.

- Full Marketing Strategy Overhaul
- Workflow Automation Implementation
- Customer Journey Mapping
- Campaign Planning and Execution
- 3-Month Performance Review and Analytics
- Email Marketing Optimization
- Social Media Strategy and Optimization
- SEO Strategy and Implementation
- Lead Generation System Setup

WHY CHOOSE THIS PACKAGE?

For growing businesses looking to optimize their current efforts, this package provides a comprehensive approach to improving marketing operations and scaling up. We optimize key areas like email, social media, and lead generation for maximum growth.

READY-MADE PACKAGES



Advanced Marketing Optimization

€15,000

Designed for mid-to-large businesses seeking comprehensive, high-level marketing optimization across multiple channels, this package is perfect for refining your marketing operations and integrating advanced tools to drive better results.

- Full Strategic Marketing and Execution
- Cross-Channel Workflow Optimization
- Advanced Marketing Automation and CRM Integration
- Monthly Analytics and Performance Optimization
- Content Strategy and Creation
- Lead Scoring and Nurturing Campaigns
- Paid Media Strategy and Management (Google Ads, Facebook Ads, etc.)
- Customer Segmentation and Targeting
- Reputation Management
- Market Research and Competitive Analysis

WHY CHOOSE THIS PACKAGE?

It is ideal for businesses that are ready for advanced marketing optimization. It includes everything you need to enhance your marketing operations. This package is for you if you need performance tracking, paid media management, and advanced automation.

Enterprise Marketing Transformation

€20,000

This package is designed for enterprises aiming for a complete, end-to-end marketing transformation. It is designed for businesses seeking a comprehensive solution that delivers sustained, scalable growth across all marketing areas.

- Full Business Marketing Transformation
- Global Workflow and Team Integration
- Full Performance Measurement System Setup
- Annual Campaign Strategy and Optimization
- Dedicated Marketing Expert Team
- Cross-Channel Marketing Campaign Management
- Marketing Budget Management and ROI Tracking
- Comprehensive Reputation Management
- Influencer and Partnership Marketing
- Advanced-Data Analytics and Predictive Modeling
- Custom Integration of Marketing Technologies (CRM, Automation Tools, etc.)
- Leadership and Governance Consulting
- Change Management Consulting

WHY CHOOSE THIS PACKAGE?

The Enterprise Package is ideal for large businesses looking to transform their marketing operations. It includes an integrated, data-driven approach that optimizes every aspect of your marketing efforts, from strategy to execution, with continuous support and advanced tools.

Business Model Innovation

We help businesses transform their business models to meet changing market demands, ensuring they remain competitive and future-ready. Our team works with you to design business models that drive growth and efficiency, from digital transformation to new revenue streams.

SERVICE DETAILS:

Business model analysis, innovation workshops, and actionable roadmap creation for sustainable business growth.

€8,000

Market Entry and Expansion Strategies

Entering new markets or expanding existing ones requires careful planning and strategy. We provide expert guidance on market entry and expansion strategies, ensuring you make informed decisions backed by research, data, and a clear execution plan.

SERVICE DETAILS:

Market research, competitor analysis, target market identification, and expansion strategy development.

€7,500

Competitive Analysis

Stay ahead of the competition with a detailed understanding of your industry landscape. We conduct in-depth competitive analysis to identify your competitors' strengths and weaknesses, providing insights that help you position your business more effectively.

SERVICE DETAILS:

Competitor profiling, SWOT analysis, and strategic recommendations for improving competitive positioning.

€4,500

Change Management

Successfully navigating change is crucial for sustained success. We guide businesses through transitions, ensuring they adapt effectively to new environments, systems, or organizational structures while maintaining momentum and employee engagement.

SERVICE DETAILS:

Change readiness assessment, stakeholder engagement, implementation planning, and ongoing support.

€6,500

Leadership and Governance Consulting

Strong leadership is a key to long-term success. We provide leadership consulting and governance frameworks that help businesses build strong leadership teams and effective governance structures.

SERVICE DETAILS:

Leadership development programs, board governance frameworks, executive coaching, and succession planning.

€7,000

Mergers & Acquisitions Strategy

We help businesses navigate the complexities of mergers and acquisitions, ensuring strategic alignment, due diligence, and smooth integration to achieve long-term success.

SERVICE DETAILS:

M&A strategy, target identification, due diligence, integration planning, and post-merger integration support.

€10,000

Organizational Restructuring

Optimize your organizational structure to improve efficiency, communication, and decision-making. We help businesses restructure their operations to meet new business demands and goals.

SERVICE DETAILS:

Organizational design, role definition, internal communication strategy, and change management support.

€6,500

Digital Transformation Strategy

In today's fast-evolving market, embracing digital transformation is essential for staying competitive. We help businesses define and implement a digital transformation strategy that drives innovation and efficiency.

SERVICE DETAILS:

Technology assessment, process digitization, cloud strategy, and AI integration.

€9,000

Strategic Partnerships and Alliances

Forming strategic partnerships is crucial for expanding market reach and leveraging external expertise. We help you identify, negotiate, and manage strategic alliances that benefit your business.

SERVICE DETAILS:

Partnership identification, negotiation strategy, alliance management, and performance tracking.

€7,500

Corporate Financial Strategy

We assist businesses in developing sound financial strategies that optimize resource allocation, reduce costs, and improve overall financial health, ensuring that they are well-positioned for growth.

SERVICE DETAILS:

Financial modeling, cost optimization, budgeting, and financial performance analysis.

€8,000

Risk Management and Mitigation

We help businesses identify, assess, and mitigate risks to ensure they are prepared for potential challenges. Our services focus on protecting your business from both internal and external threats.

SERVICE DETAILS:

Risk assessment, mitigation strategies, crisis management planning, and insurance solutions

€6,000

Talent Management and Development Strategy

Create a strategy to attract, retain, and develop top talent. We help you build a talent pipeline and leadership development programs to ensure you have the right people to drive success.

SERVICE DETAILS:

Talent acquisition strategy, leadership training, succession planning, and employee engagement programs.

€6,500

Brand Strategy Development

Establish a clear brand identity that resonates with your target audience. We work with you to define and develop a powerful brand strategy that enhances your market presence and drives customer loyalty.

SERVICE DETAILS:

Brand positioning, market differentiation, visual identity development, and brand storytelling.

€5,500

Customer Experience Strategy

We help businesses design and implement customer experience strategies that improve satisfaction, loyalty, and long-term customer relationships.

SERVICE DETAILS:

Customer journey mapping, experience design, customer feedback systems, and loyalty programs.

€5,500

Sales Strategy Optimization

Our sales strategy services help businesses optimize their sales processes to improve conversion rates, shorten sales cycles, and maximize revenue.

SERVICE DETAILS:

Sales funnel optimization, lead generation strategies, sales training, and CRM implementation.

€6,000

Innovation Management

Foster a culture of innovation within your organization to stay ahead of the curve. We help you establish processes for continuous innovation to drive product development and market differentiation.

SERVICE DETAILS:

Innovation workshops, idea management systems, and go-to-market strategies for new products.

€7,000

Sustainability Strategy

We guide businesses in developing sustainability strategies that reduce environmental impact while improving operational efficiency and corporate reputation

SERVICE DETAILS:

Sustainability assessment, carbon footprint reduction, sustainable sourcing, and green marketing strategies.

€6,500

Corporate Social Responsibility (CSR) Strategy

Develop a CSR strategy that aligns with your brand values and drives positive social and environmental impact. We help businesses integrate social responsibility into their core operations.

SERVICE DETAILS:

CSR program development, stakeholder engagement, reporting, and impact measurement.

€5,000

Strategic Communications and PR

Effective communication is key to maintaining a positive brand image and building stakeholder relationships. We help businesses develop strategic communication and public relations strategies to enhance their reputation.

SERVICE DETAILS:

Media relations, crisis communication planning, press releases, and public image management.

€6,000

Market Research and Trend Analysis

Gain a deeper understanding of market dynamics, customer preferences, and emerging trends with our market research services. We help businesses stay ahead of the curve by providing actionable insights.

SERVICE DETAILS:

Consumer behavior research, industry trend analysis, competitor benchmarking, and market forecasting.

€5,500

READY-MADE PACKAGES



Business Launchpad Package

€5,000

Ideal for startups or businesses looking to establish a strong corporate strategy foundation. This package helps you create core strategies, set clear objectives, and build a plan that sets the stage for growth.

- Business Model Innovation
- Basic Market Entry Strategy
- Initial Competitive Analysis
- Change Management Readiness Assessment
- Governance Framework Setup
- Leadership Assessment
- Market Research for Target Segments
- Operational Structure Review

WHY CHOOSE THIS PACKAGE?

This package is perfect for businesses in the beginning stages of growth. It helps you lay a strategic foundation that ensures long-term success. We focus on building your strategy, identifying growth opportunities, and preparing you for future challenges.

Growth Catalyst Package

€10,000

Designed for growing businesses that need to expand into new markets or optimize their existing operations. This package enhances your strategy and scales your business by focusing on market positioning and leadership optimization.

- Market Entry and Expansion Strategy
- In-depth Competitive Analysis
- Leadership Development and Governance Consulting
- Change Management Implementation
- Market Research for Target Audience
- Customer Experience Strategy
- Brand Positioning and Messaging
- Sales Strategy Optimization
- Digital Transformation Roadmap

WHY CHOOSE THIS PACKAGE?

Ideal for growing businesses looking to expand their footprint, this package offers comprehensive strategies to enter new markets, refine competitive positioning, and align your leadership for scalable growth.

READY-MADE PACKAGES



Performance Accelerator Package

€15,000

This package is for mid-to-large businesses that must optimize and fine-tune their corporate strategy. It includes advanced services designed to accelerate growth, enhance performance, and streamline department operations.

- Full Business Model Innovation
- Strategic Market Expansion Plans
- Advanced Competitive Analysis
- Innovation and Transformation Strategy
- Data-Driven Decision-Making Implementation
- Leadership and Governance Enhancements
- Mergers & Acquisitions Strategy
- Crisis Management and Risk Mitigation

- Cross-Functional Team Alignment
- Operational Process Optimization

WHY CHOOSE THIS PACKAGE?

This package optimizes every aspect of a business for businesses that need advanced strategies. It includes performance tracking, M&A strategy, and operational improvements to ensure your company thrives in a competitive landscape.

Enterprise Evolution Package

€20,000

This package offers a complete transformation for large enterprises seeking a full corporate strategy overhaul. We focus on global strategy, leadership development, and comprehensive change management, ensuring your enterprise remains competitive, efficient, and innovative.

- Full Business Model Transformation
- Global Market Entry and Expansion Strategy
- Full-Spectrum Competitive Analysis
- Comprehensive Change Management and Organizational Restructuring
- Leadership Coaching and Succession Planning
- Innovation Management and Advanced Data Analytics
- Mergers & Acquisitions Strategy
- Cross-Functional Team Integration
- Cultural Transformation Strategy
- Sustainability and CSR Strategy
- Advanced Leadership Development
- Digital Ecosystem Integration
- Brand Transformation and Market Repositioning

WHY CHOOSE THIS PACKAGE?

This package offers a complete transformation for large enterprises, integrating all aspects of corporate strategy from leadership to global market expansion. It's perfect for companies looking to innovate, adapt, and thrive in an ever-changing global market.



Ready to Propel Your Business to New Heights? Let's Get Started Today!

At Optisence, we don't just offer services — we partner with you to create transformative solutions that drive real business growth. Our team of experts is dedicated to understanding your unique challenges and delivering strategies tailored to your vision and goals.

What to Do Next:

- **Schedule a Consultation:** Reach out to discuss how we can help achieve your business goals.
- **Get Your Custom Quote:** We'll assess your needs and provide a personalized quote.
- **Start Transforming Your Business:** Gain strategies and tools for sustainable growth and a competitive edge.

TAKE ACTION NOW AND START BUILDING YOUR FUTURE TODAY!

