

Full Service Catalogue 2026

Idelaria Ltd

Important: Services listed with starting prices are tailored based on each client's unique objectives, timelines, and project specifics – the final cost may vary depending on these factors.



Business Consulting Packages



Business Consulting Packages

Scalable Monetization Strategy & Business Model Design

This package is tailored to optimize your business model and create a clear, scalable path to monetization. It's ideal for entrepreneurs looking to streamline offers and build sustainable income streams across business stages.

Price:

From €10,150

Services include:

Business model audit & refinement

Offer suite mapping (core, upsell, downsell)

Income stream planning (active + passive)

Service-to-product evolution strategy

Market positioning & gap analysis

Monetization path by business stage

Sales Strategy & Lead Generation Systems

Designed to help you build a high-converting sales infrastructure – from lead capture to final close. Perfect for founders ready to scale outreach and automate prospect nurturing.

Price:

From €7,980

Services include:

Lead capture & qualification flows

Sales page strategy & structure

Discovery call scripts + booking funnel

CRM & sales pipeline setup

Follow-up email sequences

Warm lead reactivation campaigns

High-Converting Offer Architecture

This package focuses on developing irresistible offers that drive conversions and build buyer confidence. Best suited for service providers ready to increase revenue per client.

Price:

From €8,680

Services include:

Signature offer development

Tiered offer ladder creation

Pricing recalibration with margin strategy

Offer promise clarity & value framing

Naming & packaging optimization

Offer-market fit validation

Operational Workflows & Solo Automation

Ideal for solo founders and lean teams looking to reclaim time and eliminate manual tasks with automation and systemized delivery.

Price:

From €8,470

Services include:

Client onboarding automation

Delivery & fulfillment workflows

Scheduling + email automation setup

SOP documentation

Lead/sales tracking setup

Admin task streamlining

Revenue Roadmap with KPIs & Growth Milestones

Your step-by-step strategic map to revenue growth – complete with dashboards, execution plans, and forecasting tailored to your offers.

Price:

From €8,530

Services include:

90-day growth plan

KPI selection + dashboard setup

Revenue forecasting by offer & traffic

Weekly execution checklists

Tracking & review systems

Launch pacing framework

Business Consulting Packages

Strategic Advisory & Business Diagnostics

Comprehensive audit and advisory support to help you make smarter decisions, eliminate bottlenecks, and identify growth levers.

Price:

From €9,420

Services include:

Business health diagnostic

Offer/content/traffic audit

Workflow & system inefficiency mapping

Decision-making frameworks

Monthly/quarterly reviews

Bottleneck + leverage analysis

Founder Brand & Positioning Strategy

For founders looking to step into the spotlight. Build a magnetic personal brand that attracts media, clients, and growth opportunities.

Price:

From €9,940

Services include:

Personal brand audit

Bio, tagline, and story refinement

Visibility & PR strategy

Thought leadership content plan

Founder page layout

Messaging guide for speaking/media

Client Experience & Retention Systems

This package helps you create unforgettable client experiences that drive satisfaction, loyalty, and repeat business.

Price:

From €8,355

Services include:

Onboarding + offboarding workflows

Feedback/testimonial prompts

Retention tracking systems

Delivery quality standards

Milestone-based roadmap

Client portal setup

Team Structure & Capacity Planning

Prepare your business for team growth by redesigning delivery systems, defining roles, and projecting future capacity needs.

Price:

From €9,350

Services include:

Time & bandwidth audit

Delivery system redesign

Role mapping for hires/support

Hiring plan

SOP delegation workflows

Capacity forecasting models

Offer Launch Planning & Execution Support

A complete system to launch your offer with maximum impact. Includes strategy, content planning, KPIs, and post-launch optimization.

Price:

From €10,500

Services include:

End-to-end launch plan

Pre-launch runway content

Email & content mapping

Conversion asset checklist

Debrief + KPI templates

Post-launch optimization plan

Marketing Consulting Packages



Marketing Consulting Packages

Brand Messaging & Visual Identity Strategy

A powerful package for brands seeking cohesive storytelling across all platforms. Perfect for aligning brand voice, copy, and visual direction with strategic positioning.

Price:

From €10,700

Services include:

Brand voice & tone guide

Core messaging pillars

Tagline, elevator pitch & “about” rewrites

Visual direction alignment audit

Website copy & brand story refinement

Brand positioning in competitive landscape

Strategic Funnel Mapping & Conversion Optimization

Ready to refine funnels and maximise conversions through smart design and data-driven adjustments.

Price:

From €9,400

Services include:

Funnel blueprint creation

Entry point strategy (lead magnets, quizzes, etc.)

Conversion page audit + recommendations

Email sequence planning (nurture, sales, retention)

Performance tracking setup

A/B testing plan & iteration

Content Ecosystems: Email, Social, Video & Funnels

Ideal for brands looking to scale content across channels with strategic planning, reusable assets, and publishing systems.

Price:

From €9,650

Services include:

Multi-channel content strategy

Evergreen & timely content planning

Repurposing & batching frameworks

Visual content briefs

Branded templates & copy kits

Publishing workflows

Campaign Planning, Analysis & Refinement

Full-cycle campaign planning and optimisation for teams running launches, promos, or seasonal pushes.

Price:

From €9,050

Services include:

30–90 day campaign planning

Launch & promo calendars

KPI dashboard setup

Post-campaign debrief

Optimization playbook

Cross-channel alignment checklist

Target Audience Profiling & Niche Positioning

Unlock deeper audience insights and sharpen your market fit to dominate your niche and fine-tune messaging.

Price:

From €10,100

Services include:

Customer surveys & interviews

Audience segmentation maps

Buyer journey design

Offer-audience fit evaluation

Market positioning analysis

Messaging gap mapping

Marketing Consulting Packages

Visibility Growth Across Owned & Earned Media

A smart approach to building brand awareness using organic, partner, and media channels to create a consistent digital footprint.

Price:

From €9,800

Services include:

Owned media strategy (blog, podcast, etc.)

Guest feature & PR strategy

SEO-ready content plans

Social proof/authority content planning

Referral/affiliate program setup

Partnership pitch templates

Email Marketing & Automation Strategy

For brands wanting scalable email systems that engage, convert, and nurture leads on autopilot.

Price:

From €8,300

Services include:

List segmentation + tagging

Welcome/onboarding sequences

Re-engagement & promo series

Behavior-based automations

Broadcast templates

Deliverability audit

Marketing Metrics & Analytics Infrastructure

Turn your marketing data into actionable insights. This package sets up your full analytics ecosystem and reporting rhythm.

Price:

From €7,100

Services include:

KPI dashboard setup (GA, CRM, social)

Conversion tracking

Lead source mapping

Campaign reporting templates

Analytics training

UTM structure

Value-Driven Social Media Strategy

Perfect for purpose-led brands seeking to build a presence that converts through content clarity and consistent engagement.

Price:

From €7,900

Services include:

Platform-specific strategy

Content buckets & post types

Engagement/DM flow systems

Hashtag & social SEO strategy

High-converting CTA formats

Analytics rhythm setup

Lead Magnet Creation & Opt-In Asset Development

Designed to build your list with compelling, high-converting opt-in offers and lead capture flows.

Price:

From €8,300

Services include:

Lead magnet conceiving

Copy & design outline

Delivery system setup

Thank-you page optimization

Traffic source strategy

Follow-up sequence planning

Fixed Prices

Pre-Launch Runway Content:

Content calendar and copy drafts to build momentum pre-launch.

Price:
€2,700

Income Stream Planning (active + passive):

Strategic mapping of diversified revenue streams, including one-to-many and passive formats.

Price:

€3,400

KPI Selection + Dashboard Setup:

Identification of the most relevant KPIs and full dashboard integration for consistent tracking.

Price:

€1,600

Decision-Making Frameworks:

Strategic decision templates and models for navigating uncertainty with clarity.

Price:

€2,550

Bio, Tagline, and Story Refinement:

Personal brand messaging upgrades to resonate across all platforms.

Price:

€1,000

Milestone-Based Roadmap:

Clear delivery structure built around key client results and transformation phases.

Price:

€2,800

Capacity Forecasting Models:

Tools and frameworks to predict future bandwidth needs and delivery risk.

Price:

€2,700

Fixed Prices

Post-Launch Optimization Plan:

Data-driven strategy to improve future launches.

Price:
€2,900

Service-to-Product Evolution Strategy:

Transition plan to evolve from 1:1 services to scalable offers and digital products.

Price:

€3,050

Launch Pacing Framework:

Structuring timelines, workload, and asset drops for sustainable and successful launches.

Price:

€2,500

Monthly/Quarterly Reviews:

Structured executive reviews with performance snapshots and next-step planning.

Price:

€2,750

Thought Leadership Content Plan:

Framework and topics for building authority through consistent publishing.

Price:

€2,700

Hiring Plan:

Step-by-step plan for sourcing, vetting, and onboarding new team members.

Price:

€2,100

End-to-End Launch Plan:

Full launch map from pre-launch to promo and performance review.

Price:

€3,300

Starting Prices

Discovery Call Scripts + Booking Funnel:

Scripts and funnel setup to pre-qualify and convert leads via calls.

Price:
From €1,600

Business Model Audit & Refinement:

In-depth analysis and recalibration of your core business model for alignment and growth.

Price:
From €2,200

Offer Suite Mapping (Core, Upsell, Downsell):

Structuring a full suite of offers to maximize lifetime customer value.

Price:
From €1,600

Market Positioning & Gap Analysis:

Identifying competitive opportunities and optimizing your brand's position.

Price:
From €2,300

Monetization Path by Business Stage:

Revenue planning tailored to where your business is now and where it's going.

Price:
From €1,800

Lead Capture & Qualification Flows:

Designing opt-ins and systems to attract and filter high-quality leads.

Price:
From €1,800

Sales Page Strategy & Structure:

Conversion-focused page planning, section order, messaging prompts, and CTAs.

Price:
From €1,800

Starting Prices

Offer Promise Clarity & Value Framing:

Positioning the transformation your offer delivers with clarity and persuasion.

Price:
From €1,900

CRM & Sales Pipeline Setup:

CRM integration and pipeline logic to track lead progress and close deals.

Price:
From €1,900

Follow-Up Email Sequences:

Automated email flows for nurturing, converting, or reactivating leads.

Price:
From €2,200

Warm Lead Reactivation Campaigns:

Strategy and copy for reviving cold leads and increasing conversion potential.

Price:
From €2,100

Signature Offer Development:

Design of a high-value, flagship offer with clear outcomes and positioning.

Price:
From €1,700

Tiered Offer Ladder Creation:

Structuring low-, mid-, and high-ticket offers into a logical progression.

Price:
From €1,300

Pricing Recalibration with Margin Strategy:

Redesigning pricing for profitability and perceived value.

Price:
From €3,200

Starting Prices

Lead/Sales Tracking Setup:

Configuring systems for real-time visibility into lead journeys and revenue.

Price:
From €2,000

Naming & Packaging Optimization:

Naming offers and designing their structure for better perception and conversion.

Price:

From €2,100

Offer-Market Fit Validation:

Evaluating offer resonance through audience feedback and alignment checkpoints

Price:

From €1,700

Client Onboarding Automation:

Creating systems that onboard clients efficiently and impressively.

Price:

From €2,200

Delivery & Fulfillment Workflows:

Systemizing client delivery to ensure consistency and reduce effort.

Price:

From €1,800

Scheduling + Email Automation Setup:

Connecting schedulers, CRMs, and inbox flows for smoother operations.

Price:

From €2,100

SOP Documentation:

Creating standard operating procedures for repeatable, delegate-ready processes.

Price:

From €2,000

Starting Prices

Offer/Content/Traffic Audit:

Deep-dive into core revenue levers and their current alignment and performance.

Price:
From €2,200

Admin Task Streamlining:

Automation and delegation planning to reduce founder busywork.

Price:

From €1,600

90-Day Growth Plan:

Short-term execution roadmap aligned to strategic goals.

Price:

From €1,999

Revenue Forecasting by Offer & Traffic:

Revenue modeling based on different offers and channels.

Price:

From €1,440

Weekly Execution Checklists:

Weekly task lists and workflows for implementation.

Price:

From €2,340

Tracking & Review Systems:

Building feedback and performance review systems for your operations.

Price:

From €1,900

Business Health Diagnostic:

Full scan of offer, systems, and operations to identify hidden risk and potential.

Price:

From €1,800

Starting Prices

Onboarding + Offboarding Workflows:

Automation and templates for smooth transitions and elevated client perception.

Price:
From €1,880

Workflow & System Inefficiency Mapping:

Mapping out where time, energy, or conversions are being lost.

Price:
From €1,700

Bottleneck + Leverage Analysis:

Identifying constraints and scalable growth levers across the business.

Price:
From €1,700

Personal Brand Audit:

Audit of current brand presence, credibility, and alignment to business vision.

Price:
From €2,200

Visibility & PR Strategy:

Strategy to get in front of new aligned audiences through earned media.

Price:
From €2,600

Founder Page Layout:

Strategy + structure for a compelling founder page that builds trust and authority.

Price:
From €2,100

Messaging Guide for Speaking/Media:

Messaging frameworks for consistent communication in interviews, talks, or guest features.

Price:
From €1,800

Starting Prices

Role Mapping for Hires/Support:

Identifying the exact roles and responsibilities to delegate or hire for.

Price:
From €1,800

Feedback/Testimonial Prompts:

Systems to collect powerful, timely client feedback and social proof.

Price:
From €1,450

Retention Tracking Systems:

Infrastructure to monitor client satisfaction and proactively manage renewals.

Price:
From €1,800

Delivery Quality Standards:

Defining excellence in your service delivery with repeatable processes.

Price:
From €1,600

Client Portal Setup:

Creating a branded space for resources, communication, and project access.

Price:
From €3,500

Time & Bandwidth Audit:

Review of founder time usage and business energy leaks.

Price:
From €1,800

Delivery System Redesign:

Overhauling how you deliver results to increase efficiency and scalability.

Price:
From €2,200

Starting Prices

SOP Delegation Workflows:

Building systems and processes for streamlined team execution.

Price:

From €2,200

Email & Content Mapping:

Sequencing launch emails and content by funnel stage and campaign goals.

Price:

From €2,200

Conversion Asset Checklist:

Audit of essential conversion-driving assets before launch.

Price:

From €2,000

Debrief + KPI Templates:

Framework for reviewing results, learnings, and numbers post-launch.

Price:

From €1,900

Fixed Prices

Multi-Channel Content Strategy:

Structuring content across email, social, and long-form for max reach.

Price:
€2,670

Brand Voice & Tone Guide:

Defining your unique verbal identity across platforms and content types.

Price:

€2,985

Core Messaging Pillars:

Establishing foundational brand messages for consistent communication.

Price:

€2,750

Brand Positioning in Competitive Landscape:

Differentiating your brand clearly among direct and indirect competitors.

Price:

€3,100

Funnel Blueprint Creation:

Designing your full funnel structure from lead capture to conversion.

Price:

€2,960

Performance Tracking Setup:

Configuring systems to track conversions, drop-off points, and campaign metrics.

Price:

€1,600

A/B Testing Plan & Iteration:

Creating and iterating test strategies for email, landing pages, and ads.

Price:

€2,400

Fixed Prices

Market Positioning Analysis:

Identifying messaging whitespace and competitor overlap.

Price:
€3,000

Evergreen & Timely Content Planning:

Calendar and format mix for continuous and seasonal publishing.

Price:

€2,500

30–90 Day Campaign Planning:

Campaign roadmaps for launches, seasonal pushes, or promos.

Price:

€2,600

KPI Dashboard Setup:

Dashboards for visualising marketing performance across tools.

Price:

€1,600

Optimization Playbook:

Custom plan to improve campaign effectiveness across channels.

Price:

€2,800

Audience Segmentation Maps:

Visual representations of your audience tiers and behaviors.

Price:

€2,640

Buyer Journey Design:

Mapping buyer intent stages and aligning content and messaging.

Price:

€2,800

Fixed Prices

Analytics Training:

Sessions to help your team understand, read, and act on your metrics.

Price:
€1,870

Owned Media Strategy (Blog, Podcast):

Development of long-term organic content hubs to build brand equity.

Price:

€2,790

Guest Feature & PR Strategy:

Outreach planning and positioning for earned media opportunities.

Price:

€3,105

Deliverability Audit:

Technical and content checks to improve email inboxing and performance.

Price:

€1,660

KPI Dashboard Setup (GA, CRM, Social):

Setup of visual tracking boards across major platforms.

Price:

€1,740

Conversion Tracking:

Implementation of tracking mechanisms to monitor key user actions.

Price:

€1,530

Lead Source Mapping:

Understanding where leads originate to optimize acquisition strategy.

Price:

€1,600

Fixed Prices

UTM Structure:

Implementation of tracking tags for campaign attribution.

Price:

€1,630

Platform-Specific Strategy (Social Media):

Tailored growth and content strategy per platform.

Price:

€2,280

Analytics Rhythm Setup (Social):

Cadence and system for reporting and acting on social data.

Price:

€1,715

Starting Prices

Repurposing & Batching Frameworks

Planning content reuse across formats and platforms for efficiency.

Price:
From €2,200

Tagline, Elevator Pitch & “About” Rewrites:

Compelling core statements that represent your brand.

Price:

From €2,100

Visual Direction Alignment Audit:

Assessing current brand visuals and alignment with voice.

Price:

From €1,900

Website Copy & Brand Story Refinement:

Strategic editing of brand copy and narrative across key pages.

Price:

From €2,200

Entry Point Strategy (Lead Magnets, Quizzes, etc.):

Designing irresistible front-end offers to attract leads.

Price:

From €2,200

Conversion Page Audit + Recommendations:

Reviewing page structure and messaging to increase conversions.

Price:

From €1,700

Email Sequence Planning (Nurture, Sales, Retention):

Writing and structuring strategic email flows.

Price:

From €2,100

Starting Prices

Customer Surveys & Interviews:

Gathering first-party insights from your existing or ideal audience.

Price:
From €1,800

Visual Content Briefs:

Detailed briefs to guide designers or video teams for brand-aligned visuals.

Price:

From €1,700

Branded Templates & Copy Kits:

Reusable content and design assets to scale content creation.

Price:

From €2,280

Publishing Workflows:

Systems for scheduling, approvals, and publishing across channels.

Price:

From €1,700

Launch & Promo Calendars:

Timelines and schedules for launch planning and coordination.

Price:

From €2,000

Post-Campaign Debrief:

Structured review of campaign performance, learnings, and improvements.

Price:

From €1,800

Cross-Channel Alignment Checklist:

Audit tool for messaging and content consistency across platforms.

Price:

From €1,700

Starting Prices

List Segmentation + Tagging:

Structuring your email list for personalization and automation.

Price:
From €1,800

Offer-Audience Fit Evaluation:

Reviewing how well your offer speaks to audience pain points and goals.

Price:

From €2,100

Messaging Gap Mapping:

Identifying misalignments or missing narratives in your communication.

Price:

From €1,900

SEO-Ready Content Plans:

Content calendars and formats optimized for organic search.

Price:

From €2,100

Social Proof / Authority Content Planning:

Assets that build brand trust and market authority.

Price:

From €1,980

Referral / Affiliate Program Setup:

Strategy and system for launching partner-driven growth.

Price:

From €2,050

Partnership Pitch Templates:

Customisable outreach kits for partnership acquisition.

Price:

From €1,900

Starting Prices

Engagement / DM Flow Systems:

Manual or automated flows to convert social conversations

Price:
From €1,800

Welcome / Onboarding Sequences:

Email flows for new subscribers or clients.

Price:
From €2,000

Re-Engagement & Promo Series:

Revival sequences and timely promos to boost conversions.

Price:
From €2,230

Behavior-Based Automations:

Dynamic email triggers based on user actions.

Price:
From €2,200

Broadcast Templates:

Reusable and high-performing email designs + copy formats.

Price:
From €1,700

Campaign Reporting Templates:

Templates for tracking and evaluating campaign results.

Price:
From €1,600

Content Buckets & Post Types:

Mapping post formats and themes for consistent publishing.

Price:
From €1,700

Starting Prices

Traffic Source Strategy:

Mapping out acquisition channels and distribution plans.

Price:
From €2,070

Hashtag & Social SEO Strategy:

Optimization for discoverability on social platforms.

Price:

From €1,700

High-Converting CTA Formats:

Structuring your calls to action to maximize engagement and response.

Price:

From €1,900

Lead Magnet Concepting:

Strategy and idea generation for lead-generating assets.

Price:

From €1,900

Copy & Design Outline:

Blueprint for writing and visual execution of your opt-in asset.

Price:

From €1,850

Delivery System Setup:

Automated or manual systems to deliver your freebie.

Price:

From €2,200

Thank-You Page Optimization:

Enhancing the next step after sign-up for better conversion.

Price:

From €1,850

Follow-Up Sequence Planning:

Post-opt-in email flow to nurture, build trust, and convert.

Price:

From €2,100

Business



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|----------------------|-------------------|
| FTSE 250 | 21886.08 |
| FTSE All Share | +319.41 (+1.48pc) |
| FTSE All Share Yield | 4.04 |
| FTSE Eurotop 100 | 3225.55 |
| Nikkei 225 | +40.88 (+1.28pc) |
| EURO STOXX 50 | +190.69 (+0.80pc) |

Currencies

£\$
Rate
1.3031
Change
-0.29c

Let's Make Something Brilliant Happen

Growth doesn't have to be a guessing game. With the right mix of clarity, structure, and fresh perspective – progress becomes natural.

Reach out – let's start the conversation:

Email: info@idelaria.com