



ITLT ACADEMY

Strategy & planning

Consulting brochure

Digital marketing strategy & planning

A defensible plan for the next 12 months - channels, investment, measurement and the operating model to ship it.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for strategy

Most annual marketing plans are channel budgets with a narrative glued on top. We build plans grounded in commercial targets, audience evidence, a competitive read and an honest view of your operating capacity.

Every plan includes the choices we are not making and why. That makes it easier to defend to the board, easier to hand to agencies, and easier to bring the next CMO up to speed.

Deliverables you will receive

- Commercial north-star and growth model (acquisition, retention, expansion)
- Audience evidence pack - segments, jobs-to-be-done, decision journeys
- Channel strategy - where to play, where not to play, why
- 12-month investment plan with ranges, assumptions and risk register
- Operating model - team shape, agency model, governance cadence
- Scorecard - metrics, thresholds, review cadence and escalation rules

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- CMOs inheriting a plan they did not write
- Founders scaling past the first marketing hire
- PE-backed teams preparing a 100-day marketing plan
- Boards reviewing marketing performance for the year ahead

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead

- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your current situation, the trigger for needing senior leadership and your ideal outcome - we will come back with a shape for the engagement.

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