



Consulting brochure

ITLT Academy - full capabilities overview

Every consulting service we offer, how we engage, and what to expect when you work with us.

Engagement phases - deliverables - sample artefacts - pricing approach

How ITLT Academy works

ITLT Academy is an independent digital marketing consulting practice registered in the United Kingdom. We work directly with marketing leaders, founders and boards - not through a reseller layer - and we do not accept media rebates or vendor referral fees. That keeps our recommendations aligned with your commercial outcomes.

Every engagement is led by a named senior consultant who stays on the account. We bring specialist delivery leads where needed, but you always have one point of accountability.

Services we offer

- **Strategy & planning** - annual plans, 100-day plans, operating model design
- **SEO consulting** - technical, content, AI-search visibility, link strategy
- **Paid search & paid social** - account rebuilds, creative, incrementality
- **Display & video** - brand-building measurement, CTV, creative testing
- **Content & editorial** - operating models, brief systems, shipping cadence
- **CRM & lifecycle** - journey design, triggers, retention economics
- **Analytics & attribution** - GA4, server-side, MMM, measurement contracts
- **MarTech & AI** - stack audits, consolidation decisions, AI governance
- **Fractional CMO** - executive partner, board reporting, hiring the full-time CMO

How we engage

- **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.

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

What good looks like at the end of an engagement

- A plan the board, finance and delivery all agree on
- Dashboards with a single source of truth for marketing numbers
- Playbooks so work continues without the consultant present
- A named handover owner inside your team plus a 90-day success plan

Start with a scoping call

Share your current situation and the outcome you are paid to deliver - we will come back with a shape for the engagement.

ITLT Academy Ltd - Registered in England & Wales 14738247

Registered office: 20-22 Wenlock Road, London, England, N1 7GU, United Kingdom