

The Welsh Burton Group

Launch & Growth Solutions

Boutique consulting designed to give new businesses the strategic foundation and visibility they need without the cost of building an in-house team.

The Launch Kit | \$2,500

For early-stage businesses that need a professional brand and basic presence to start attracting customers.

Timeline: 2-4 weeks

Branding: create a polished, credible presence from day one

- Custom logo design
- Fonts and core color system
- Final style guide

Core Messaging: define what you stand for and how to communicate it clearly

- 30-min strategy session
- Mission and vision development
- Core messaging framework

Digital Presence: launch your brand into the market with clarity and confidence

- Basic website (up to 3 pages)
- Establish 1-2 branded social media channels (excluding content creation)

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Boutique consulting designed to give new businesses the strategic foundation and visibility they need without the cost of building an in-house team.

The Growth Kit | \$5,000

For businesses ready to scale with deeper market insight, stronger digital infrastructure, and ongoing visibility.

Timeline: 4-6 weeks

Includes everything in the Launch Kit, plus:

Market Intelligence: uncover opportunities and position your business strategically

- Market research analysis (industry, competition and unique position opportunities)
- Competitive landscape report
- Strategic recommendations

Enhanced Digital Experience: turn your website into a tool for engagement, conversion, and growth

- Expanded website (sales, engagement, or booking functionality)

Brand Visibility: strengthen your presence through consistent, strategic content

- Ongoing social media management (for 30 days; 2 post per week, per channel)
- Content creation to strengthen brand identity

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Boutique consulting designed to give new businesses the strategic foundation and visibility they need without the cost of building an in-house team.

The Scale Kit | \$10,000

For businesses ready for sustained growth with ongoing strategic and content support.

Timeline: 3-month engagement

Includes everything in the Launch and Growth Kits, plus:

Ongoing Strategic Support: provide expert guidance and adapt your strategy as your business grows

- Monthly advisory and optimization (3 months)
- Priority access for guidance and adjustments

Content & Engagement: keep your brand active, relevant, and visible

- Content creation and publishing cadence (2 posts per week, per channel)
- Messaging refinement based on performance
- Graphic templates to sustain your presence

Marketing Systems: implement systems that nurture and convert your audience

- Email marketing campaign strategy and setup

Performance Tracking: turn data into clear insights and smarter decisions

- Analytics, reporting, and actionable insights

Not sure which option is right for you? Let's talk about what fits your goals, and tailor it to your needs.

www.welshburtongroup.com