



CONSULTING PROGRAMS

*No matter your stage - starting, growing,
or scaling your business - we've got the
program to get you there.*



BrandKramp™ Consulting Programs

Running a business is hard enough – marketing it shouldn't feel like an uphill battle.

After decades of working with entrepreneurs, we saw the same problem again and again: talented business owners stuck in confusion, self-doubt, or cookie-cutter marketing that didn't feel true to them.

That's why BrandKramp was born — to un-k ramp the stress around marketing and give business owners the clarity, confidence, and tools they need to grow authentically.

Our Approach.

We don't believe in one-size-fits-all. Every business has its own story, strengths, and goals. What we do is provide the strategy, tools, and training to help you market in a way that fits — and gets results. With BrandKramp, you don't just get ideas; you get practical frameworks, resources, and coaching that make implementation simple and sustainable.

The Goal?

That you walk away confident in your marketing, clear about your next steps, and equipped with a plan that feels like you.

The BrandKramp Path

Businesses grow in stages, and each stage comes with its own challenges and opportunities. That's why we designed the BrandKramp Consulting Path — a set of programs built for where you are now, with a clear path forward.

Early Stage — Build Your Foundation

Clarity, confidence, and simple tools to set your business up right.

Growth Stage — Create Momentum

Consistency, accountability, and strategy to keep customers coming.

Scale Stage — Lead with Confidence

Senior-level strategy, systems, and support to help you grow bigger, smarter, and without burnout.

Power Hour Sessions — CMO On-call

Your direct line to CMO-level advice—quick guidance, smart answers, and a strategic sounding board for anything from campaigns, to current challenges, project plans and more.

Whether you're just starting out, finding your stride, or scaling up, BrandKramp has the right path to move you forward.



The BrandKramp Consulting Path

Think of your business journey as a path: you start by building a foundation, then create momentum, and finally scale with confidence. This diagram shows how our consulting programs align with each stage of growth, so you can see exactly where you are now — and what's next.



Power Hours

Get direct access to senior-level advice that saves you time, money, and frustration. One Power Hour can save you weeks of wasted effort — and thousands in missteps.



Building Blocks

If you're just starting out — or have been in business a while but need structure — these programs give you the building blocks to market with clarity and confidence.



Growth Stage

For business owners who already have customers, we provide the strategy and accountability to create consistency and momentum. With a clear roadmap, ongoing support, and targeted campaigns, we help you focus on what works and build sustainable growth.



Scale Stage

For established businesses, we act as your strategic partner at a senior level. From overseeing marketing teams to building dashboards and leading high-level campaigns, we help you optimize, lead with confidence, and scale without burning out.





Building Blocks Path

Gaining clarity, building confidence, creating a strong foundation.

The BrandKramp Building Blocks Path was created for entrepreneurs who are just starting out or have been in business a while but need structure — these programs give you the building blocks to market with clarity and confidence.

www.BrandKramp.com

► **Brand Like a Beast: \$2,500**

Your brand is your first impression. In four sessions, we'll define the five core elements (values, vibe, voice, words, visuals) to create a brand that connects. Includes workbook, recordings, and transcripts.

Add Logo Design Package for an additional charge.

- Four one-hour sessions to define values, vibe, voice, words & visuals

- Workbook, recordings & transcripts included

- Optional \$1,500 Logo Design Package: inspiration boards, 3 designs + 3 revisions, final logo + style guide & logo pack

► **Budget Builder: \$1,250**

Clarity in your numbers means smarter decisions. In two sessions (plus one check-in), we'll build a custom BK Budget Builder that forecasts revenue, expenses, and marketing allocations. Includes training, recordings, and transcripts.

- Two one-hour sessions + one 30-min check-in

- Custom BK Budget Builder with revenue, expenses & allocations

- Training, recordings & transcripts included

► **Marketing Planner: \$2,000**

Without a plan, marketing is random. In four sessions, we'll create your annual BK Marketing Roadmap—goals, audiences, tactics, timing, and budget. Includes summary sheet, training, recordings, and transcripts.

- Four one-hour sessions to create your annual BK Marketing Roadmap

- Goals, audiences, tactics, timing & budget built out

- Summary sheet, training, recordings & transcripts included

► **Measures of Success: \$1,500**

You can't improve what you don't measure. In two sessions (plus quarterly check-ins), we'll build a custom BK KPI Dashboard to track progress and drive smarter, data-based decisions. Includes training, recordings, and transcripts.

- Two one-hour sessions + four 30-minute quarterly check-ins

- Custom BK Dashboard to track KPIs and measure results

- Training, recordings & transcripts included





Growth Path

For business owners ready to take consistent, strategic action and grow their customer base.

The BrandKramp Growth Path is where strategy meets action. Designed to cut the guesswork, it helps you stay consistent, market with intention, and build the momentum that keeps customers coming.

www.BrandKramp.com

► Marketing Audit: \$6,000 / 3-month program

Your marketing X-ray. In three months, we uncover gaps, wasted spend, and hidden opportunities—then build a plan to fix them.

- 2 one-hour deep-dive sessions
- 3-month program with weekly one-hour check-ins
- Annual BK Marketing Planner + summary
- Custom KPI Dashboard + training
- Recordings & transcripts included

► Brand Refresh: \$2,500

If your look doesn't match your growth, customers notice. A refreshed brand builds trust and attracts the right audience. *Add Logo Refresh design package for an additional charge.*

- Four one-hour sessions on values, vibe, voice, words & visuals
- Workbook, recordings & transcripts included
- Add Logo Refresh for \$1,500: input session, inspiration boards, 3 refreshed logo options + revisions, final logo + style guide, logo pack

► Strategy & Structure Program: \$5,500 / 3-month program

Structure = scalability. We align your budget, KPIs, and roadmap so growth becomes intentional, repeatable, and less stressful.

- 2 one-hour deep-dive sessions
- 3-month engagement with weekly one-hour check-ins
- Annual BK Marketing Roadmap + summary
- Custom BK KPI Dashboard + training
- Recordings & transcripts included





Scale Path

For established businesses ready for senior-level support.

The BrandKramp Scale Path gives you CMO-level strategy, systems, and support to grow bigger and smarter. It's designed to help you scale without the stress, lead with clarity, and keep your business moving forward.

► Fractional CMO Program: Pricing based on scope of work

Hiring a full-time CMO can easily exceed \$175K a year — and often still requires additional staff or agencies to execute. Fractional CMO support gives you senior-level marketing leadership without the overhead, scaled to what your business actually needs.

This work lives at the intersection of strategy, execution, and accountability. I step in as your outsourced marketing department — setting direction, building plans, and making sure the work gets done.

Depending on scope, support may include:

- Strategic planning and marketing roadmaps
- Clear goals, priorities, and measures of success
- Dashboards, reporting, and performance tracking
- Oversight and direction of internal teams or outside vendors
- Content strategy and execution (newsletters, blogs, social media)
- Campaign planning and implementation
- Graphic design and brand-aligned marketing materials

This offering is part of the BrandKramp consulting path, with delivery and execution handled through AileenDesigns.

► Team Training & Workshops

Equip your team with the skills and systems to market smarter. Each custom session blends strategy with hands-on exercises so your people gain clarity, confidence, and actionable tools. Pricing to be determined based on scope of training. Training can be conducted virtually or onsite*.

- Training tailored to your business and team
- Topics include brand messaging, sales + marketing alignment, content planning, KPI literacy
- Interactive exercises + worksheets
- Post-training Q&A + resource pack

*All materials are delivered digitally for your convenience. If you'd prefer printed copies, we're happy to provide a custom printing estimate. * Travel expenses may apply.*

► Power Hours: \$1,000 / \$1,800 / \$2,000

Your choice of 4, 8 or 10 hours of consulting time, used how you need it most. When you just need high-level guidance, quick answers, or a strategic sounding board, Power Hours are your direct line to CMO-level advice. Perfect for reviewing campaigns, thinking through challenges, or tightening up project plans.

- 4/8/10 hours of consulting
- Recap of each meeting with next steps and actions items
- Sessions are recorded and transcripts are provided



Burn the Rulebook. Build What Feels Right.

BrandKramp™ is where bold entrepreneurs come to unKramp their brand and build something that feels damn good.

We're more than a community—we're a movement! Through consulting programs, high-energy workshops, self-paced courses, and online and in-person experiences, we help you find your voice, sharpen your strategy, and create marketing that's authentic, creative, and unapologetically you.



BRAND
KRAMP™
#\$@!

At BrandKramp™, we know that businesses don't grow in a straight line, every stage brings its own challenges and opportunities. That's why our consulting programs are designed to meet you exactly where you are. Whether you're laying the groundwork, building momentum, or scaling to the next level, we provide the strategy, structure, and support to help you move forward with clarity and confidence.

About BrandKramp

BrandKramp™ helps bold entrepreneurs unkramp their brand and build marketing strategies that work.

We're more than a community - we're a movement! Through consulting programs, high-energy workshops, self-paced courses, and online and in-person experiences, we help you find your voice, sharpen your strategy, and create marketing that's authentic, creative, and unapologetically you.



**Grow Smarter. Show Up Louder.
Build a brand that feels like you.**



www.Brandkramp.com

381 Hubbard Street, Suite 102. Glastonbury, CT 06033

(860) 508-0459

Aileen@aileendesigns.com

