

PROPOSAL AND SERVICES GUIDE

Strategy that turns attention into commercial action.

A proposal guide to the £299 KSJ Strategy Session, 30-day action plan and monthly implementation support.

CURRENT SERVICE OPTIONS

£299

STRATEGY SESSION

One-off

£750

STRATEGY MONTHLY

Per month

PREPARED BY KSJ GROWTH

Liverpool | Supporting businesses across the UK

THE COMMERCIAL CHALLENGE

Disconnected marketing creates activity. Joined-up strategy creates direction.

KSJ Strategy combines audience, offer, messaging, paid advertising, lead capture and optimisation. The £299 session gives a lower-friction first step before a business commits to monthly support.

01

CLARIFY

Review the current website, ads, social presence and enquiry route.

02

PLAN

Create a focused 30-day action plan with practical next steps.

03

IMPROVE

Use monthly support to test campaigns, copy, pages and follow-up.

GOOD MARKETING GETS ATTENTION. GOOD STRATEGY CREATES A ROUTE.

The aim is not to sell general advice. It is to show what is blocking enquiries, what should be fixed first and what support makes sense after the first plan is clear.

CHOOSE YOUR STARTING POINT

Start with clarity, then move into support if it makes sense.

KSJ Strategy is designed for businesses already getting attention but not enough enquiries. The one-off session creates the plan. Monthly support helps implement, test and improve the route from attention to enquiry.

£299

STRATEGY SESSION + 30-DAY ACTION PLAN

One-off entry offer

- Website, social, ads and enquiry-route review
- Focused strategy call
- Clear 30-day action plan
- Three practical quick wins

£750/month

KSJ STRATEGY MONTHLY

Ongoing support

- Monthly strategy review and action plan
- Meta Ads, Google Ads and campaign direction
- Copy, landing page and enquiry-flow improvements
- Defined implementation tasks and support

MONTHLY SUPPORT CAN INCLUDE

01 STRATEGY PLAN

A clear 30-day marketing focus based on the highest-value next priorities.

02 PAID CHANNELS

Meta Ads and Google Ads direction, including campaign structure and message routes.

03 COPY AND OFFERS

Hooks, angles and calls to action shaped around the audience and service.

04 ENQUIRY FLOW

Landing page, WhatsApp, DM or form improvements that reduce friction.

05 FOLLOW-UP PROMPTS

Simple message frameworks to move interested prospects towards action.

06 REPORTING

Clear monthly feedback on what has been tested, improved and planned next.

HOW DELIVERY WORKS

A practical path from review to action.

The £299 session creates clarity first. Monthly support is then available where there is genuine ongoing work to implement and improve.

01 REVIEW

Assess the website, socials, ads, offer, landing page and enquiry route.

02 PLAN

Build a 30-day action plan with priorities, quick wins and recommended next steps.

03 IMPLEMENT

For monthly clients, support the agreed campaign, copy, landing page and follow-up tasks.

04 OPTIMISE

Review performance, refine the message and improve the next cycle of activity.

FROM ATTENTION TO ACTION

Each part of the system has a commercial job.

AUDIENCE

Define who the campaign needs to reach and why they should care.

OFFER

Shape a clear reason to respond, enquire or take the next step.

COPY AND CREATIVE

Build persuasive messaging and campaign assets around the offer.

CAMPAIGN

Plan Meta Ads, Google Ads or lead routes around the strongest opportunity.

LEAD HANDLING

Agree how enquiries are captured, routed and followed up.

OPTIMISATION

Use performance evidence to improve targeting, messaging and spend decisions.

The £299 session covers the review, strategy call and 30-day plan. The £750 monthly fee covers ongoing strategy and agreed implementation support. Advertising spend paid to Meta or Google is separate.

FOUNDER-LED SUPPORT

Commercial thinking with hands-on campaign experience.



Denny Cartwright

FOUNDER, KSJ GROWTH

Denny Cartwright previously owned and operated a recruitment company, managing its Meta and Google advertising, messaging and lead-generation activity firsthand.

His NHS work also informs a structured, accountable approach to planning, review and delivery. KSJ Strategy remains founder-led and close to the commercial goal.

AD SPEND

Media budget is paid separately to Meta or Google and remains under the client's control.

LEAD FOLLOW-UP

The client remains responsible for timely sales follow-up unless separately agreed.

ASSETS AND ACCESS

Account access, approvals and suitable business information are required.

RESULTS

No ethical marketing service can guarantee a fixed number of leads or sales.

PERSONALISE BEFORE SENDING

Your recommended route

Complete these fields for the prospect, then save or print a personalised copy.

CLIENT OR BUSINESS NAME

PROPOSAL DATE

VALID UNTIL

RECOMMENDED SERVICE

INVESTMENT (£299 ONE-OFF OR £750 MONTHLY PLUS AD SPEND)

SCOPE SUMMARY

DEPENDENCIES, EXCLUSIONS AND THIRD-PARTY COSTS

This guide is not a contract. Final scope, payment terms, delivery dates, ownership and cancellation terms are confirmed in a separate written services agreement.

READY TO MOVE FORWARD

Move from disconnected activity to a focused growth plan.

- 1** Choose the £299 Strategy Session or the monthly Strategy support route.
- 2** Confirm the commercial goal, target audience and priority offer.
- 3** Receive the final written scope, services agreement and invoice.
- 4** Provide access and approvals so the review or monthly work can begin.

START THE CONVERSATION

inquiries@ksjgrowth.com

<https://ksjgrowth.com/contact-us/>

Prices and availability may change. The current written proposal takes precedence over this general services guide.