

BEYOND BRANDING

OUR SERVICES IN DETAIL

Everything you need to know before deciding where to start

Every brand comes to Beyond Branding at a different moment: some need to solve a specific question, others a full diagnosis, and others ongoing support over time. This guide walks you through how each service works, so you can choose with the full picture.

ONGOING STRATEGIC SUPPORT

From \$770,000 ARS/month · 3-month minimum

I act as your outsourced Marketing Director. It's the ideal service if your brand already has a foundation but needs constant strategic input to make decisions — without having to build an in-house marketing department.

Who's it for?

For small businesses and entrepreneurs who are already up and running and need to make marketing decisions all the time — from a promo, a change to your offer, or a new piece of visual identity, to launching a product, a brand activation, or a strategic partnership — but don't always know how to work through them or which way to lean.

I support you with the solidity of an expert perspective: I help you think through possibilities via brainstorming, give you the structure you're missing, and review in our meetings any material that's about to go out under your brand's name — signage, campaign audiovisual material, brand manuals, packaging, POP — to help you speed things up and optimize the process, so the creative work doesn't drag on looking for the right direction.

What's the process?

1. We start with a short Brand Brief so our first meeting already has real context about your business.
2. In our first meeting we define together your positioning, your audience, and your differentiators.

3. From there, we meet periodically with one concrete objective at a time: a seasonal campaign, a launch, a question about your offering, your website, etc.
4. Every meeting ends with clear actions and a record of what we discussed, so we never start from zero.
5. Besides the regular meetings, you get a chat with me for quick “operational” questions, available during a specific time slot you can use to leave me your questions for the week (for example, Mondays and Thursdays from 1 to 3pm).

What you get

- A strategic summary of your brand (positioning, audience, differentiators)
- A key-dates calendar to plan promotions and launches ahead of time
- A record of objectives and actions agreed after every meeting
- A marketing consultant available to work through questions, month to month

EXPRESS BRAND AUDIT

From \$520,000 ARS · one-time payment

A deep diagnosis of your brand and your communications, delivered in a detailed document. It's the ideal service if you need to clearly understand what's working, what isn't, and where to start — before deciding your next move.

Who's it for?

For brands that feel something isn't working but can't quite pinpoint what, or that want an outside, objective perspective before investing in changes.

What's the process?

1. I analyze your brand, your message, and your current communications.
2. I review the consistency of your communications and brand presence across every touchpoint with your customer — social media, website and, where relevant, your physical space (storefront, signage, ambiance) — from a brand perspective: I'm not assessing technical issues, but whether what you're communicating truly reflects your positioning.
3. I compare your positioning against 2-3 direct competitors.
4. I build a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and complement it with two tools: a cross-analysis to define combined strategies (Strengths + Opportunities to boost what's working, Weaknesses + Threats to shield your brand), and a CAME matrix showing what to Correct, Address, Maintain, and Exploit on each front.
5. I hand it all over in a document with clear strategic recommendations.

What you get

- A complete document with your situation, competitor, and SWOT analysis
- Prioritized improvement opportunities: what to tackle first, and why
- Actionable strategic recommendations to strengthen your positioning

CLARITY & STRATEGY SESSION

\$130,000 ARS · single 60-minute session

A 1:1 session designed to solve a specific issue with your brand or your business. It's the ideal space to clear up a concrete question, organize your thinking, and walk away with a clear direction — and also a great way to see how I work and experience firsthand the value I can bring.

Who's it for?

For anyone with a specific marketing or branding question who needs focused expert input — or for anyone who wants to get to know how I work before taking the leap into the Audit or Ongoing Strategic Support.

What's the process?

- 1.** Before the session, I send you a short questionnaire to understand your issue ahead of time.
- 2.** I arrive at the session already familiar with your context, so we make the most of the 60 minutes.
- 3.** During the session we identify the real cause of the issue (not just the symptom) and define which direction makes sense.
- 4.** You leave with a concrete action to apply right away, without depending on anyone else.

What you get

- A clear diagnosis of your issue
- Strategic direction for your next steps
- A quick win: something concrete to implement that same day