

GROWTH & MARKETING CONSULTING GUIDE 2025

Data-Driven
Strategies for
Sustainable Growth.

TSA Media 
GROUP

WELCOME TO TSA MEDIA

01

STRATEGY THAT DRIVES GROWTH

At TSA Media, we revamp your entire marketing approach from positioning to planning so your brand stops blending in and starts delivering results.

MOST BUSINESSES DON'T
NEED MORE CONTENT THEY
NEED A CLEAR STRATEGY
THAT ACTUALLY WORKS.

WHAT WE DO

Fix the Foundation

Clarify your
positioning and ideal
audience.

Build the Strategic Plan

Craft a custom
roadmap designed to
hit your growth goals.

Align Content & Channels

Sync your messaging,
platforms, and
campaigns for impact.

Maximize Returns

Eliminate waste,
improve ROI, and
scale what works.



OUR ETHOS

HOW WE WORK

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We don't believe in "one-size-fits-all." Every growth strategy is uniquely tailored to your business and market.

Data-Driven, Not Guesswork

Every marketing decision is based on research, competitor insights, and audience behavior.

Alignment with Business Goals:

Marketing isn't about vanity metrics it's about driving real revenue and customer engagement.

Multi-Channel & Holistic:

We combine SEO, paid ads, content, branding, and PR into one seamless strategy.

Beyond Short-Term Gains:

We help brands build long-term, scalable marketing frameworks, not just short-lived campaigns.



GROWTH & MARKETING 03 CONSULTING

WHO IT'S FOR & WHAT YOU GET

Service Name	Best For	What we offer
Growth & Marketing Consulting	<p>Startups & Founders launching new products/services</p> <p>Scaling businesses looking to refine marketing and maximize ROI.</p> <p>Enterprises & Corporations aiming for brand repositioning or market expansion.</p> <p>E-commerce & SaaS brands focused on customer retention & acquisition.</p>	<p>Go-to-Market (GTM) Strategy A structured roadmap for launch & scale.</p> <p>Market & Competitive Analysis Data-driven insights to refine positioning.</p> <p>Marketing & Performance Strategy Multi-channel execution plan with growth KPIs.</p> <p>Brand Messaging & Positioning Differentiation & high-impact brand communication.</p> <p>Funnel & Conversion Optimization Improving lead generation & customer experience.</p> <p>Paid & Organic Growth Planning SEO, PPC, and retargeting strategies.</p> <p>Content & Social Media Framework Optimized engagement strategy.</p>



GROWTH CONSULTING 04 PACKAGES

Growth Consult: GTM/Launch

For brands launching products or entering markets, needing clear go-to-market plans.

Sub-Package	What's Included	Price (LKR)
Market & Persona Research Blueprint	<ul style="list-style-type: none">– Target audience analysis– Persona development– Market strategy– Market Segmentation– Positioning Strategy (includes creative positioning)– Competitive Landscape	400,000
GTM Strategy Development Blueprint	<ul style="list-style-type: none">– Campaign timeline– Activation & promotion strategy– Cross-platform coordination– Marketing channels roadmap– Budget allocation– Content distribution plan	450,000



Growth Consult: GTM/Launch

For social media managers needing structured content and campaign plans, platform setup, and ongoing strategy reviews.

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Sub-Package	What's Included	Price (LKR)
3-Month Content Plan Blueprint	<ul style="list-style-type: none">– Content calendar– Hashtags & captions– Engagement framework– Reporting templates– Platform-specific strategies– Post frequency guidelines– Persona development– Campaign strategies & execution– Guidelines on refining best-performing content– Sample grid look– Tone of voice– Communication guidelines– Creative direction guidelines– Platform setup guide	450,000
6-Month Content Plan Blueprint	<ul style="list-style-type: none">– All features from 3-month plan– Extended content calendar (6 months)– Quarterly check-in & guidance session– Performance measurement plan	800,000
SMM Launch Plan Development Blueprint	<ul style="list-style-type: none">– Full launch strategy– Platform-specific strategies– Content calendar & schedule– Engagement & promotion tactics– Includes all 3-month plan features– Campaign strategies & execution– Sample grid look– Tone of voice– Communication & creative direction guidelines– Platform setup guide– Guidelines for post-launch platform maintenance	650,000



Growth Consult: PPC

For paid media managers focused on Google and Meta campaign structures, keyword research, and optimization strategies.

Sub-Package	What's Included	Price (LKR)
PPC Campaign Structure Blueprint (Meta: 3 Month)	<ul style="list-style-type: none">– Funnel mapping– Ad copy creation– Audience targeting– Campaign structure document– Bid strategy guidelines– Retargeting funnel mapping– A/B testing strategy	600,000
PPC Campaign Structure Blueprint (Google: 3 Month)	<ul style="list-style-type: none">– Funnel mapping– Ad copy creation– Audience targeting– Campaign structure document– Bid strategy guidelines– Retargeting funnel mapping– A/B testing strategy	600,000
Keyword & Audience Research Blueprint (Google)	<ul style="list-style-type: none">– Keyword grouping– Audience segmentation– Competitor PPC analysis– Conversion-focused keywords– Negative keyword list	200,000



Growth Consult: UI/UX & Web

For product and design teams needing user-focused website design, wireframe review, and technical/product solution blueprints.

Sub-Package	What's Included	Price (LKR)
Website Architecture & Sitemap Blueprint	<ul style="list-style-type: none">– Site map– User journey mapping– UX principles– Core web vitals optimization	500,000
Wireframe & Layout Review Blueprint	<ul style="list-style-type: none">– Wireframe feedback– Design critique– UI improvements– User interface suggestions	680,000
Technical/Product Requirements Review Blueprint	<ul style="list-style-type: none">– Review of client product/technical requirements– User flow & functional requirements– Solution recommendations– High-level wireframes	850,000

Add-On	Description	Price (LKR)
Investor Deck	Strategic storytelling deck with visuals, metrics, and competitive context.	100,000
Business Plan Structure	Full business model, revenue plan, growth roadmap, and SWOT analysis.	200,000
Startup Pitch + Mockups	Branded pitch deck (10–12 slides) + visual mockups and platform flows	300,000



COMMON STRATEGIC GAPS

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AT A CERTAIN STAGE, GROWTH CHALLENGES REQUIRE CLARITY NOT MORE CAMPAIGNS.

MISTAKE 1

NO COHESIVE GROWTH STRATEGY

Disconnected efforts across teams and channels

TSA FIX

We deliver a unified roadmap aligned to business goals

MISTAKE 2

TACTIC-HEAVY, STRATEGY-LIGHT

Too much execution, not enough long-term direction

TSA FIX

We define the strategic structure behind your growth

MISTAKE 3

WEAK MARKET POSITIONING

The offering is strong, but the messaging doesn't land

TSA FIX

We sharpen your value proposition and differentiation

MISTAKE 4

NO STRATEGIC VISIBILITY

Leadership lacks clarity on what's driving outcomes

TSA FIX

We provide top-level frameworks and KPI focus



WHAT OUR CONSULTING SERVICE INCLUDES

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THE FULL GROWTH
& MARKETING
CONSULTING PACKAGE

WHAT'S INCLUDED?

GO-TO-MARKET (GTM) STRATEGY

Launch &
expansion
blueprint.

MARKET & COMPETITOR RESEARCH

Insights to refine
positioning &
strategy.

MARKETING & PERFORMANCE STRATEGY

PPC, SEO, and
organic content
execution.

BRAND MESSAGING & POSITIONING

Clear, compelling
brand
differentiation.

CUSTOMER JOURNEY & FUNNEL OPTIMIZATION

Converting
visitors into
customers.

MULTI-CHANNEL EXECUTION PLAN

Paid, organic, PR,
and brand-building
strategy.

PERFORMANCE TRACKING & QUARTERLY ADJUSTMENTS

Strategy
refinement based
on real-time data.

Final Thought: This isn't just
marketing it's a full-scale growth
consulting solution that aligns
marketing execution with
business success.



HOW THIS SERVICE SUPPORTS YOUR BUSINESS

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Structured marketing planning drives measurable growth.
Here's how our consulting delivers impact:



More Clarity, Less Guesswork:

A structured roadmap eliminates wasted time & resources.

Optimized Marketing Spend:

Ensuring ad budgets & organic growth efforts are maximized efficiently.

Better Positioning & Market Penetration:

Standing out in a crowded marketplace with clear differentiation.

Higher Customer Engagement & Retention:

Optimizing customer journeys for long-term loyalty.

Scalability & Long-Term Growth:

A framework that allows businesses to scale, expand, and optimize over time.

With the right strategy, marketing isn't just an expense it's an investment in long-term growth.



OUR PROCESS HOW WE DELIVER RESULTS

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A strategic process ensures structured, data-driven growth.



RESEARCH & PLANNING

Understanding Your Business & Market

- Industry & Market Research
- Customer Segmentation & Audience Targeting
- Brand Positioning & Competitor Benchmarking

STRATEGY DEVELOPMENT

Building a Scalable Growth Framework

- Multi-Channel Marketing Plan
- Brand Messaging & Content Framework
- Performance Marketing Strategy

EXECUTION & OPTIMIZATION

Launching & Refining Strategies

- PPC, SEO, and Paid Social Execution
- Conversion Funnel & Landing Page Optimization
- A/B Testing & Data-Driven Adjustments

PERFORMANCE TRACKING & SCALING

Ensuring Long-Term Growth

- KPI Monitoring & Reporting
- Quarterly Growth Adjustments
- Expansion Planning & Future Scaling



FAQ ANSWERING COMMON QUESTIONS

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CAN WE IMPLEMENT THE STRATEGY OURSELVES?

Yes! We provide the roadmap you execute, or we guide you through it.

HOW LONG DOES IT TAKE TO SEE RESULTS?

Organic strategies take 3-6 months, while PPC campaigns deliver results within weeks.



IS THIS FOR STARTUPS OR ESTABLISHED BRANDS?

Both our approach is customized to launch, refine, or scale depending on your needs.

WHAT INDUSTRIES DO YOU SPECIALIZE IN?

E-commerce, SaaS, B2B, hospitality, finance, and more.

GOT QUESTIONS?
HERE'S WHAT YOU
NEED TO KNOW.

Final Thought: If structured marketing growth is your goal, TSA Media is your partner.

[Book a Consultation Today!](#)

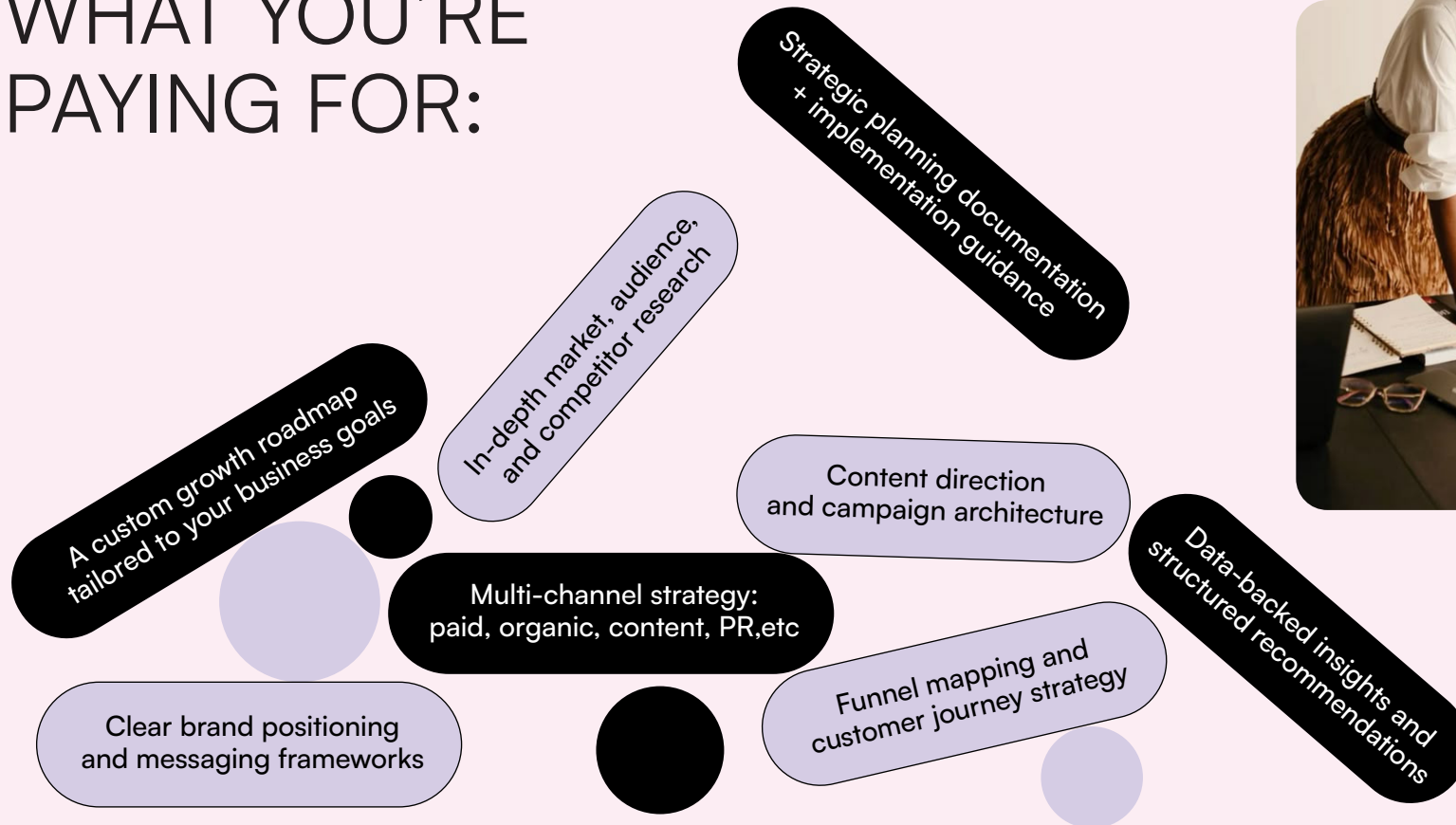


THE WHY & THE HOW

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Marketing isn't an expense it's an investment in growth.

WHAT YOU'RE PAYING FOR:



WHAT YOUR GROWTH BLUEPRINT COVERS

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Strategic Planning & Growth Framework

Step-by-step roadmap aligned to business goals.

Defined milestones to support internal rollout.

Go-to-market strategy tailored to your market and audience.



In-Depth Market & Competitor Analysis

Audience segmentation and profiling.

Customer insight for sharper targeting.

Competitor benchmarking.

Market gap identification.



Marketing Execution & Performance Strategy

Channel mix strategy: SEO, PPC, content, PR.

Paid + organic growth structure.

Funnel and journey mapping.

Campaign architecture for internal teams.



Performance Tracking & Optimization

KPI framework and measurement plan

Tracking structure for internal teams

Strategic check-in points

Guidance to evaluate progress and adapt



WORKING TOGETHER NEXT STEPS

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START WITH
STRATEGY. GROW
WITH CLARITY.

HOW IT WORKS

STEP 1

Book a consult
or select a
package.

STEP 2

Align on your
business goals.

STEP 3

Receive your
custom growth
strategy.

STEP 4

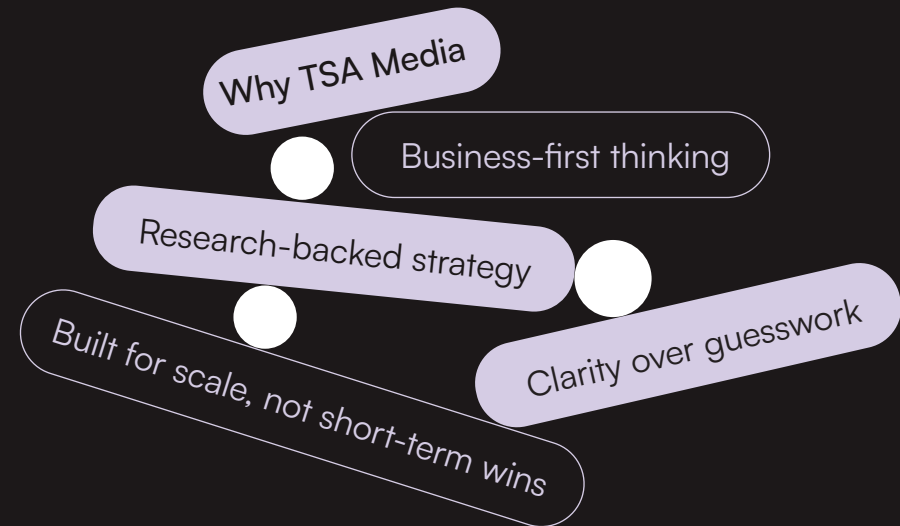
Execute using
your team or
partners.

As your business grows, your strategy adapts ensuring long-term, scalable success.



READY TO SCALE WITH STRATEGY?

We build clear, data-driven growth blueprints that align your marketing with your business goals.



[Book Your Free Consultation Today](#)

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