

# How the tiers compare

Side by side, what is delivered at each retainer level.

	Growth	Scale	Leadership
<b>Strategy</b>	Annual marketing direction	Full marketing strategy, quarterly review	Board-level integrated strategy
<b>Brand and content</b>	Consistent voice, steady output	Full content programme	Managed editorial function
<b>Channels and digital</b>	Owned channels managed	Multi-channel ecosystem	Enterprise digital presence
<b>Campaigns</b>	Quarterly campaigns	Always-on campaign engine	Integrated demand generation
<b>Events</b>	Two events per year	Year-round events programme	Flagship event ownership
<b>Media and reputation</b>	Reactive media support	Active media programme	Strategic reputation management
<b>Profile and thought leadership</b>	Founder LinkedIn presence	Executive thought leadership programme	Board-grade public profile
<b>The Croí Engine</b>	Croí Chat, Croí Tools, Croí Diary, Croí Connect	Full Engine: Croí Site, Chat, Tools, Intake, Diary, Connect, Insights, Feed	Full Engine plus Croí Bespoke (custom AI agents, multi-user, integrations)
<b>Croí leadership presence</b>	Monthly check-in	Embedded weekly	Inside your leadership team