

	Foundation	Growth	Executive Partnership
Strategy	Annual marketing direction	Full marketing strategy, quarterly review	Board-level integrated strategy
Brand and content	Consistent voice, steady output	Full content programme	Managed editorial function
Channels and digital	Owned channels managed	Multi-channel ecosystem	Enterprise digital presence
Campaigns	Quarterly campaigns	Always-on campaign engine	Integrated demand generation
Events	Two events per year	Year-round events programme	Flagship event ownership
Media and reputation	Reactive media support	Active media programme	Strategic reputation management
Profile and thought leadership	Founder LinkedIn presence	Executive thought leadership programme	Board-grade public profile
The Croí Engine	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)
Croí leadership presence	Monthly check-in	Embedded weekly	Inside your leadership team