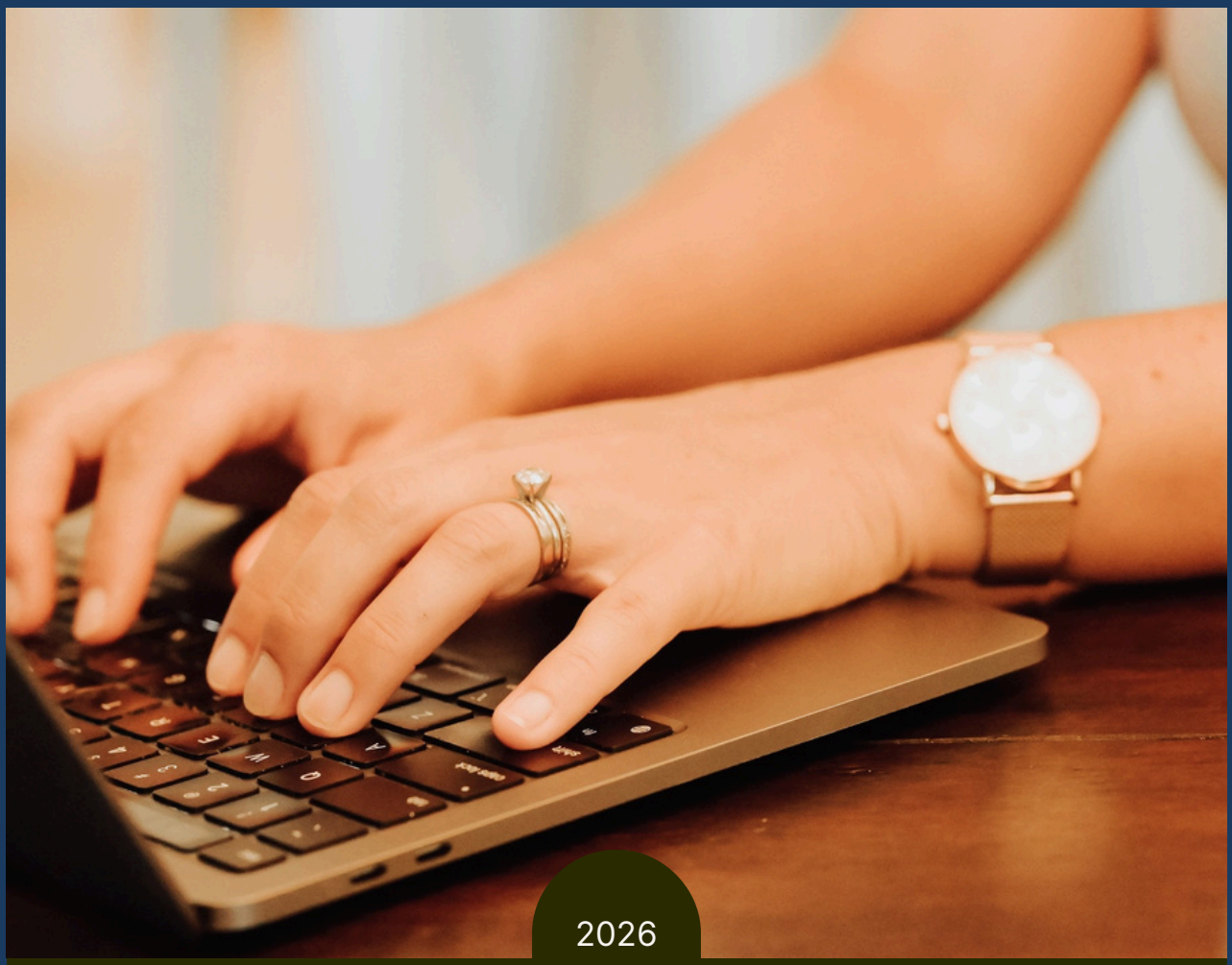


2026

Executive Client Suite

Aura Digital Consulting

AURADIGITALCONSULTING.COM

Hello & *Welcome*

Contact Details:

@auradigitalconsult
auradigitalconsulting.com
lauren@auradigitalconsulting.com

Understanding This Service Guide

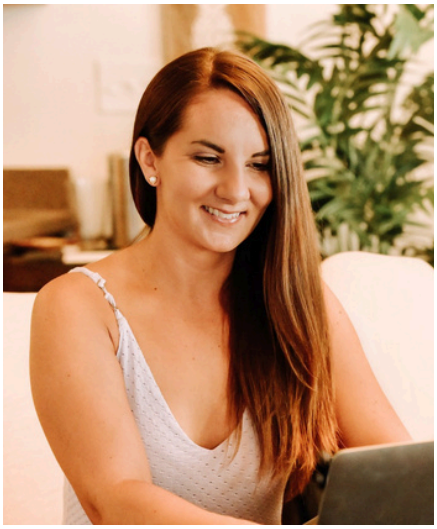
The intention behind this service guide is to provide a transparent, comprehensive overview of what Aura Digital Consulting's Executive Client Suite options. I firmly believe that an informed client is an empowered one, and I've crafted this document with that sentiment in mind.

Whether you're engaging with my services for the first time or you've returned to work with me again, this guide is designed to answer your questions, clarify my offerings, and ensure every interaction you have is seamless and insightful.

The *Executive Client* Suite

Our Vision

When you work with Aura Digital Consulting as an Aura Elite Executive Client, you will have a full service marketing department at your fingertips. We handle everything from your brand strategy and your marketing strategy for all areas of your business, as well as the execution of those marketing tasks. Our team is made up of professional individuals that help you grow and scale your business.



How We Work Together

01.

Your very own Executive Director or Fractional CMO

As CEO of your brand, you don't have time to figure out all the different pieces of your marketing department. Our Aura Elite Executive Clients have one-on-one access to Lauren Lomsdale, our fractional CMO professional, to help you grow and scale your brand. From there, Lauren executes your strategy with her team allowing you to focus on the more important parts of your business growth.

02.

A team of dedicated marketing professionals that is knowledgable on your brand and your campaigns

We have dedicated marketing strategists, graphic designers, social media strategists, SEO experts, public relations professionals and team members who are focused on a specific area of design and marketing. This allows us to have a wide-scope view on your marketing as a whole and the dedicated professionals to execute those strategies.

03.

Consistent marketing

No more delegating your marketing tasks or campaigns to several different contractors. Our team handles it all so campaigns are consistent and your brand can scale and grow the way it's meant to.

Executive Director

As your Executive Director, Lauren Lomsdale will create an annual marketing strategy and our team will handle the execution of core marketing tasks.

The Executive Director suite includes:

Annual Marketing Plan

A comprehensive annual plan that includes

- Social analytics from the previous year
- Email marketing analytics from the previous year
- Website analytics from the previous year
- A year long road map of campaigns and launches for the upcoming year

Annual Campaigns

A comprehensive annual campaign strategy that includes specific creatives, language, and design for each campaign, product, and/or launch as outlined in the road map.

- Launch strategy including timeline of launch, execution roles, and operational roles to make campaign successful
- Ad strategy
- Social media strategy
- Email marketing strategy

Execution of Marketing

- All website maintenance
- All digital and marketing materials designed in house
- Execution of social media, email marketing, and ads
- Monthly marketing meetings held via Zoom

Investments begin at $5,000/month

Fractional Chief Marketing Officer

As your Fractional CMO, Lauren Lomsdale will handle every aspect of your marketing department and our team will handle the execution of all marketing tasks.

The Fractional Chief Marketing Officer suite includes:

Annual Marketing Plan

A comprehensive annual plan that includes:

- Social analytics from the previous year
- Email marketing analytics from the previous year
- Website analytics from the previous year
- A year long road map of campaigns and launches for the upcoming year

Annual Branding Marketing Strategy

A comprehensive branding profile that includes:

- Branding including logo designs, alternate logo designs, color palette, and typography
- Key messaging profile
- Language used
- Social media templates and terms of use
- Mission and vision statements

Standard Operating Procedures

- Standard operating procedures for all execution of marketing tasks

Public Relations

- Public relations to include collaborations, speaking engagements, guest appearances, and more.

Fractional Chief Marketing Officer

As your Fractional CMO, Lauren Lomsdale will handle every aspect of your marketing department and our team will handle the execution of all marketing tasks.

Annual Campaigns

A comprehensive annual campaign strategy that includes specific creatives, language, and design for each campaign, product, and/or launch as outlined in the road map.

- Launch strategy including timeline of launch, execution roles, and operational roles to make campaign successful
- Ad strategy
- Social media strategy
- Email marketing strategy

Annual Marketing Budget

- Budgeting for annual marketing items and campaign launches

Execution of Marketing

- All website maintenance
- All digital and marketing materials designed in house
- Execution of social media, email marketing, and ads
    - Includes content creation (i.e., video and/or photoshoot planned- cost of shoot incurred by client)

Consulting

- Weekly marketing meetings held via Zoom
- Annual in-person marketing meeting- optional (cost incurred by client)

Investments begin at $9,500/month

Details

The Executive Client Suite with Aura Digital Consulting is limited to just 4 clients per year.

All contracts are a one-year minimum agreement.

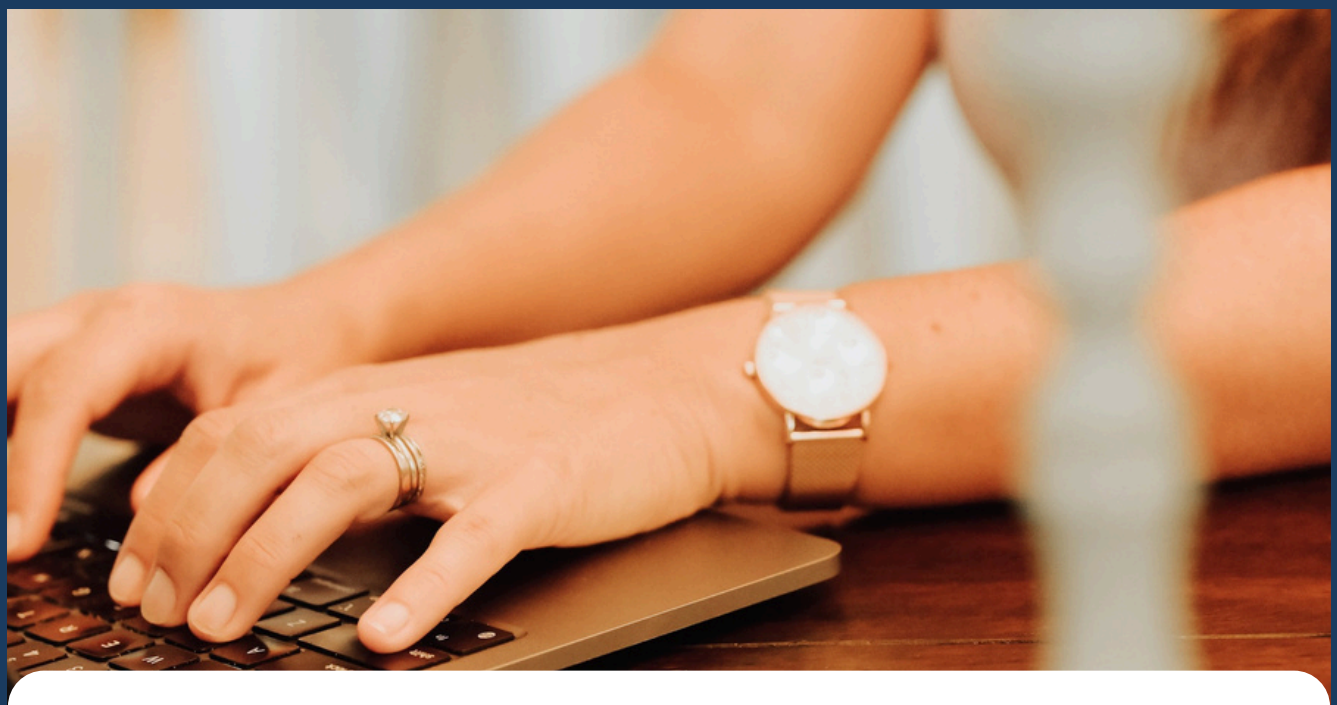
Clients may add additional services such as:

- Podcast editing
- Public relations
- Course management
- Digital designs
- Web design

and small, specific projects for an additional project cost.

All weekly or monthly meetings are held via Zoom or via phone call.

Annual in-person meetings are optional, and all travel expenses must be covered by the client to include flights, hotels, food, and daily expenses.



Set Up a Free Consultation

Let’s chat and see if our team can help your business thrive.

Contact me today and schedule a call:
AURADIGITALCONSULTING.COM/CONTACT

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at: → **lauren@auradigitalconsulting.com**