

# Costa.

Growth Consulting

**EMPOWERING GROWTH.  
ELEVATING POTENTIAL.**



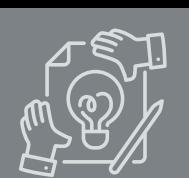
## COACHING

empowering teams to maximize their full potential.



## STRATEGY

repeatable systems that turn relationships into revenue.



## GROWTH

data-driven roadmaps that align mission, margin, and market.



Alex Costa has over a decade of experience in behavioral health, taking companies from startup to nationwide powerhouse.

Your partner dedicated to making business development & marketing teams smarter, stronger, and more purposeful — resulting in proven growth.



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# COSTA GROWTH CONSULTING SERVICE TIERS

3-MONTH MINIMUM COMMITMENT



## Tier 1: Foundation - \$5,000/month

**Ideal for companies looking to establish a marketing & business development system with strategic guidance.**

**Includes:**

- **Weekly 60-minute consulting sessions**
- **Development of marketing & business development strategy and implementation roadmap**
- **Customized training for existing business development staff**
- **KPI creation and tracking framework**
- **Advisory on strategic partnerships & referral sources**
- **Budget review with feedback on BD-related inefficiencies**
- **High-level digital marketing strategy review**
- **Ongoing email/text support between meetings (24-48 hour response window)**



## Tier 2: Growth - \$8,000/month

**Designed for organizations ready to scale and systematize their marketing & business development operations.**

**Includes all Tier 1 services, plus:**

- **Oversight of business development operations and active involvement in weekly traction/leadership meetings**
- **Fractional BD Director services to ensure accountability and momentum**
- **In-depth review of marketing budgets to identify growth opportunities and loss areas**
- **Direct support in establishing or enhancing B2B partnerships**
- **Advisory on market positioning and outreach cadence**
- **In-depth strategic review of digital marketing (SEO, Paid Ads, Social etc.)**
- **Enhanced availability for support between meetings (same-day response during business hours)**



## Tier 3: Accelerator - \$10,000/month

**Comprehensive executive-level partnership with direct operational involvement. Best suited for organizations seeking hands-on leadership and rapid, measurable growth.**

**Includes all Tier 1 & 2 services, plus:**

- **Fractional CMO services**
- **Full participation in the hiring process for business development team members (job description creation, interviews, vetting)**
- **Personalized onboarding and training of new business development hires**
- **Weekly performance audits and coaching for business development staff**
- **Leadership support across departments to align business development with clinical and operational goals**
- **Hands-on refinement of continuity of care, discharge, and alumni processes to enhance referral flow**
- **Direct representation (if needed) in strategic partnership conversations**
- **Priority access and direct phone/text support during business hours**
- **Hands-on involvement in digital marketing operations (vendor relations, performance monitoring, collaboration on KPI reporting etc.)**
- **Market research & competitor analysis reports to sharpen positioning and strategy**