

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