A digital presence that isn't just beautiful, but also effective.

Explore our packages designed to build your next successful project.

Digital Strategy & Consulting

Unlock expert support across your entire digital ecosystem from brand clarity to workflow optimisation. Our consulting services gives you direct access to high-level guidance that elevates your business, sharpens your positioning, and builds a smarter, more efficient digital presence.

Pricing Options

- **Hourly consulting:** €90–€150 / hour
- **Weekly bundle (10 hours):** €850–€1,200

Ideal For

Businesses that want an experienced strategist in their corner without hiring full-time. Founders, small teams, and companies navigating growth or digital transformation.

1 — Digital strategy development

Clear priorities, structured plans, and strategic direction for sustainable growth.

2 — Brand strategy & positioning

Messaging, differentiation, value propositions, and improving how your brand is perceived.

3 — Workflow & process optimisation

Removing inefficiencies, simplifying operations, and creating smoother internal systems.

4 — AI workflow integration

Implementing AI tools, automations, and smarter ways of working to increase productivity.

5 — Website & conversion optimisation

UX improvements, content clarity, SEO opportunities, and conversion-focused restructuring.

6 — Content ecosystem strategy

Content pillars, multi-platform planning, messaging clarity, and scalable workflows.

7 — Marketing & funnel consulting

Customer journey mapping, retention strategies, and performance improvement.

8 — Team training & capability building

Digital skills, AI tools, content workflows, and platform best practices.

9 — Ongoing strategic reviews

Monthly or quarterly direction-setting to maintain momentum and refine execution.

Content Marketing

Content that doesn't just fill space, it drives action. Turn ideas into influence. Stories into sales. This is where your brand becomes unforgettable.

Features / Packages	🌱 Starter	🌿 Business	🌳 Pro
Monthly content pieces	8 posts (LinkedIn & Instagram)	16 posts (LinkedIn & Instagram)	30–40 posts across platforms
Content strategy	Monthly content plan	Monthly strategy workshop	Full content marketing strategy
Visual design	Branded templates	Custom branded carousels & visuals	High-end design & multi-format assets
Video scripts	✖	2 per month	4–6 per month + repurposing
Scheduling & publishing	LinkedIn + Instagram	LinkedIn + Instagram	LinkedIn + Instagram + Shorts (optional)
Engagement monitoring	✖	Basic analytics	Advanced cross-platform analytics
Email marketing	1 newsletter/month	2 newsletters/month	4 newsletters + automated sequences
Website content management	1 small update/month	Blog upload + SEO formatting	Blog writing + landing page updates
SEO optimisation	Basic SEO best practices	Basic metadata optimisation	Full content SEO support
AI-assisted workflows	✖	Out-of-the-box AI workflows	Custom AI workflows
Analytics & reporting	Monthly summary	Monthly summary & report	Full analytics dashboard
Revision rounds	1 round/week	2 rounds/week	Unlimited
Support	Email support	Email & Whatsapp support	Priority support + optional monthly call
Price (net EUR*)	**from € 1,140**	**from €1,710**	**from €2,280**

* prices do NOT include the third party subscription and usage fees.

Website Development & Services

A modern, responsive website and a truly functional, conversion-generating webshop add significant value to your business. This is where the journey to achieving that begins.

Features / Packages	🌱 Starter	🌿 Business	🌳 Pro
Number of Pages	1	3-5	6-10
Mobile Optimisation	✔	✔	✔
Custom Visual Identity	✖	✔	✔
Blog Integration	✖	optional	✔
CRM Integration	✖	✔	✔
Appointment Booking	✖	optional	optional
Email Automation	✖	✔	✔
Social Integrations	✔	✔	✔
Chat widget (WhatsApp, Messenger)	✖	optional	✔
Pop-up Subscribe Module	✖	✔	✔
Social Proof Bar (Reviews)	✖	optional	✔
Multilingual Support	✖	optional	✔ (max 3 languages)
Google Analytics (GA4) Setup	Basic Setup: GA4 measurement ID integration basic page view tracking basic engagement reports	Basic Setup: GA4 measurement ID integration basic page view tracking basic engagement reports	Pro Setup: GA4 + GTM integration Custom GA4 events (button clicks, form submissions, etc.)
SEO	basic	extended (metadata, alt text, speed)	extended (metadata, alt text, speed)
Accessibility Optimisation	✔	✔	✔
Custom Animations	✖	optional	✔
Revision Rounds	2 rounds	3 rounds	6 rounds
Video Training	✔	✔	✔
Prices (net EUR*)	**from € 1,100**	**from € 1,350**	**from € 2,160**

* prices do NOT include the monthly subscription fee for the website platform or the cost of domain purchase.

Webshop Development & Services

If you want to sell online, a well-built webshop will be the engine of your business. A place where your products turn into profit. This is where growth begins.

Features / Packages	Mini	Standard	Pro
Number of products	max 15	max 50	100+
Theme customisation	✔	✔	✔
Product variations	basic (3)	optional beyond basic	✔
Payment systems	✔	✔	✔
Shipping cost + tax setup	✔	✔	✔
Abandoned cart automation	✖	optional	✔
Upsell/cross-sell modules	✖	✔	✔
Bundle offers	✖	optional	✔
Trust badge row (reviews)	✔	✔	✔
Email automation	✖	✔	✔
Loyalty programme (Smile)	✖	✖	optional
Blog/content system integration	✖	optional	✔
Pixel + CAPI integration*	✔	✔	✔
Google Ads measurement	✖	✔	✔
Fulfilment integration (byrd, FLEX, etc)**	✖	optional	✔
Billing integration (Sufio, Fastbill, etc)	✔	✔	✔
Multi-currency payment	✖	✖	✔
Multi-language support	✖	optional	✔
Express checkout (ApplePay, GPay)	✔	✔	✔
Quick-view product pop-up	✖	✔	✔
30-day support (1 consultation per week)	✔	✔	✔
Revision rounds	2 rounds	3 rounds	4 rounds
Price (net EUR)*	**from € 1,880**	**from € 2,450**	**from € 3,220**

*Connecting the webshop with Facebook and Instagram for accurate ad measurement and cheaper conversions.

**Automatic connection with the courier service, so that orders and parcel labels are generated automatically, and customers automatically receive tracking codes.

***The price does NOT include the monthly subscription fee for the Shopify platform (Basic / Shopify / Advanced plan), domain purchase costs, professional product description copywriting, or product photography.

We work with the most modern platforms: Squarespace and Shopify

These are the systems that allow us to build **fast, stable, secure, and beautifully designed** websites and online stores that perform reliably in the long run.

Everything works in one place

No plugin conflicts, no update issues, no technical chaos.

Modern, responsive design

Clean, trend-driven layouts that look perfect on every device.

Secure and reliable

Built-in SSL, stable infrastructure, and advanced protection — no broken pages or security risks.

Fast and predictable development

Your project is delivered faster, with fewer errors and delays.

Transparent costs

One clear monthly fee. No hidden expenses or surprise charges.

Easy to manage

User-friendly admin interface, even if you're not a technical person.

More cost-effective and stable long term

Less maintenance, fewer developer emergencies, more peace of mind.

Advanced marketing & tracking (Shopify)

Native Meta Pixel + CAPI setup, fast checkout, and conversion-optimized features.

www.kalm.digital

Are you ready?

Your digital presence truly works when it is clear, intentional, and effective.
If you are ready for a solution that brings peace of mind and generates results, then it starts here.

Book a short free consultation, and let's take the next step together.

✉ **hello@kalm.digital**
🌐 **kalm.digital**