Business Development and Strategic Marketing Support

Caesar Advisory Group helps businesses identify opportunities, strengthen market positioning, and build relationships that support growth. We combine targeted research, strategic outreach, partnership development, and practical sales support to move business opportunities forward.

Who we support

Professional services firms, consultants, technology providers, and growing businesses that need clearer positioning, a disciplined prospecting process, or additional business development capacity. Engagements begin with a defined customer profile and a practical commercial objective.

Services

- Business development strategy and target market identification
- Prospect research and decision maker mapping
- Strategic introductions and referral partnership development
- Marketing messaging, capability statements, and presentation materials
- Meeting preparation, proposal development, and follow up
- CRM setup, pipeline tracking, and fractional business development support

How we work

We agree on the scope, deliverables, schedule, and fee before starting. Clients retain control over their commercial decisions and approve external messaging. Introductions depend on relevance and the agreement of both parties. Meetings, contracts, and revenue are objectives rather than guaranteed outcomes.

Led by Julius Hill, Founder, Caesar Advisory Group LLC. Finance and leadership MBA, SMU Cox School of Business. Experience across wealth management, bank supervision, tax operations, and business consulting.

Discuss an engagement at caesaradvisorygroup.com.

Engagement options

Service	Defined scope	Fee
Growth Opportunity Assessment	Discovery session, offer review, target customer profile, and 30 day action plan. Delivered within 5 business days after intake.	$500–$750
Business Development Launch Sprint	25 researched target accounts, decision maker map, outreach sequence, capability sheet, and pipeline tracker. Three week engagement.	$1,500–$2,500
Strategic Partnership Sprint	Partner criteria, 10 researched candidates, collaboration concepts, and introduction plan. Two week engagement.	$1,000–$2,000
Marketing and Sales Enablement Kit	Positioning, service copy, pitch deck of up to 10 slides, three email messages, and proposal template. Two week engagement.	$750–$1,500
Fractional Business Development	Monthly plan, account development, meeting support, proposals, and weekly pipeline review. 10–20 hours per month, specified in the scope.	$2,000–$4,000 per month

Indicative fees in USD. Each proposal specifies the final scope and price. Third party advertising, travel, subscriptions, and other expenses require written approval and are additional. One consolidated revision round is included in fixed fee deliverables unless the proposal states otherwise.

The CAESAR Growth Method

Clarify the offer and buyer. Assess readiness and proof. Establish target accounts and partner criteria. Start relevant conversations. Advance opportunities with clear next steps. Review progress and refine the approach.

Practical products

Caesar Opportunity Map organizes target accounts and partner pathways. Caesar Growth Playbook supplies reusable discovery, outreach, and proposal tools. Caesar Relationship Pipeline provides a structured tracker for opportunities and next actions. Each can be delivered independently or within a consulting engagement.