Best Strategic Business Consultancy Firm 2025 – Europe & Most Trusted Content Elevation Specialists 2025 – Europe

As businesses scale across borders, many struggle to balance strategic ambition with hands-on marketing execution. Founded to support this gap, Erichsen Consulting delivers fractional CMO services and growth consultancy rooted in data, client-centricity, and a distinctively personal approach – helping clients attract the right leads and achieve sustainable, long-term success in their operations. We spoke to Line Krogsgaard Erichsen below, Founder and CEO of Erichsen Consulting, as the firm is bestowed with two titles in the Management Consulting Awards 2025.

Since 2021, Erichsen Consulting had provided clients with business growth and marketing consultancy services distinctly focused on strategy, execution, and optimisation. Combining long-term strategic growth with day-to-day marketing execution – across areas such as Google, Ads, websites , SEO, copywriting, social media, and data-driven optimisation – the firm serves as both a strategic sparring partner and a fractional CMO for businesses seeking direction, hands-on implementation, and measurable results.

Erichsen Consulting serves international and ambitious clientele, often looking to accelerate growth or expand into larger or multilingual markets. Its clients span Spain, Sweden, Denmark, Norway, the UK, France, and the U.S. – typically organisations that are serious about growth and value a structured, strategic approach. Many of these clients boast international teams, high growth ambitions, and a desire to position themselves more strongly in competitive markets.

"We are customer-centric at our core; every business has unique goals, and we tailor our strategies to fit – not the other way around," Line told us. "Integrity and transparency are equally important. We operate with honesty and professionalism, keeping our clients fully informed and ensuring our clients can trust that we always act in your best interests. As a strategic sparring partner, we work alongside our clients – sharing insights, ideas, and strategies so that we can achieve sustainable, long-term success together."



Within management consultancy, Erichsen Consulting's solutions fall into three key areas: strategy and growth, marketing execution, and data and optimisation. On the strategic side, the firm delivers growth consulting, strategy intensives, and fractional CMO services for businesses needing direction at a senior level without hiring in-house.

This is combined with executional support – running campaigns, optimising online presence, and elevating content – so clients receive both the plan and its implementation, with an unwavering focus on KPIs. Finally, everything is supported by data analysis, reporting, and conversion tracking to ensure that every action can be measured and improved.

To stay ahead of the curve, Erichsen Consulting blends cutting-edge tools and a critical, human-driven approach. It prioritises continuous learning, participation in international business committees, and remaining actively engaged in global networks to stay up to date with the latest in industry trends and technologies. In this manner, Erichsen Consulting has achieved an expert balance that ensures clients benefit from the latest technologies, while never losing the professional and human touch that makes communication resonate.

"I see staying updated as non-negotiable in this industry," stated Line. "That said, I do not believe in chasing every trend. We keep a close eye on global shifts, but we apply them selectively. In that sense, we forge our own path by adapting trends to what genuinely benefits our clients rather than adopting them blindly. I would not call us pacesetters in terms of hype; instead, we are consistent in setting a pace of quality, strategy, and sustainable growth that our clients can rely on."

Looking to the future, Erichsen Consulting is focused on scaling its impact to larger companies in Europe, whilst maintaining the high standards that have come to define its work. With deep experience across marketing, multi-language expertise in Danish, English, and Spanish, and strong knowledge of both Scandinavian and Southern European markets, Erichsen Consulting is well positioned to help an even wider base of businesses attract the right leads, refine their communication, and navigate cultural and market differences with confidence.

Alongside its consultancy work, the firm continues to develop practical digital resources – including guides, toolkits, and content packs – that address the challenges its clients face every day. This dual focus allows the firm to support not only its core clientele, but also a broader community of businesses seeking to elevate their strategies with precision and purpose. Leveraging this unrivalled combination, Erichsen Consulting aims to continue expanding its reach while delivering the strategic clarity, execution power, and personal attention that define its boutique approach.

As Erichsen Consulting moves into its next chapter, the firm's focus remains clear: to deliver strategic clarity, elevate content with purpose, and drive sustainable growth for businesses competing in international markets. Through its blend of strategic consultancy, fractional CMO support, and data-driven optimisation, the firm continues to guide organisations through an increasingly complex and competitive landscape.

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