



Best Woman-Owned Marketing & Managing Consulting Firm 2024 - Spain & Most Dedicated Marketing Consultant (Costa Del Sol): Line Krogsgaard Erichsen

Erichsen Consulting

Erichsen Consulting, spearheaded by Line Krogsgaard Erichsen, is a marketing and management consultancy firm specialising in elevating businesses. By leveraging the power of the digital sphere and a modern approach to management consulting, this business based on Spain's Costa Del Sol works with clients between Marbella and Málaga, as well as remotely, with a strong emphasis placed on international businesses.

A Danish woman who has been living on Spain's Costa Del Sol since 2017, Line Krogsgaard Erichsen founded Erichsen Consulting back in 2021, as a client-focused business that could offer strategic, data-driven insights into the world of online marketing. Built on the pillars of integrity and transparency, this is a firm that is upfront, honest, and always acts in the best interests of its clients. Well aware that the success of its clients is its own success, Erichsen Consulting is absolutely determined to help them achieve it.

Given the industry it operates in, it is no surprise that Erichsen Consulting is as firm driven by data. Data helps it to make decisions, guides its actions, and ultimately provides the business with the tools it needs to help clients businesses grow more effectively. With Line as a partner, clients can enjoy better results and more relevant leads



with a quick turnaround, meaning that they can focus on the day-to-day running of their businesses and let Erichsen Consulting – their strategic partner – take care of the rest.

Businesses of all varieties are drawn to this exemplary marketing and management consulting company as a result, and its diverse client base includes such international giants as Just Eat Takeaway and TransPerfect, as well as a plethora of smaller, innovative Scandinavian companies. Regardless of the size of their businesses, Erichsen Consulting takes immense pride in partnering with those leaders and businesses owners who are ready and willing to try new things, optimise their strategies, and ultimately scale their operations.

“
I'm also passionate about supporting local and women-owned businesses. I strive to contribute to the local businesses and networks consisting of ambitious women of all ages in order to support the growth of the business community here on the Costa del Sol and beyond.
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As for exactly how Line achieves these results, she strikes the balance between adapting to the trends of the industry and blazing her own trail effectively. Investing in her own learning and development through the likes of industry events, books, webinars, and podcasts, Line strives to only offer services that add value to clients, and she brings only the best, most relevant innovations into the fold.

This commitment reflects the unwavering client service that lies at the heart of the firm, of which personalisation is the defining element.

“Every business is different, and cookie-cutter solutions rarely work”, Line explains. “I take the time to understand each client's unique challenges, goals, and vision so that we can create strategies that are tailor-made to suit their needs.” Line's proactive approach manifests itself in other ways too, such as in her embracing of the digital tools that are increasingly defining this landscape.

Having utilised a cutting-edge technology suite since day one, the firm remains at the centre of advancements in this area and has already started to incorporate the likes of AI and automation into its consulting services, which can help business owners free up time by streamlining the likes of marketing campaigns. Although these solutions are incredibly beneficial, Erichsen Consulting is determined to never lose sight of its defining human aspect, something it recognises as integral in building real and lasting connections.

Continuing to nurture these deep relationships is something that remains at top of the priorities list for the firm as we move into 2025 and beyond, with Line determined to expand the range of services and specific products that her firm offers, and, in turn, solidify its position as the premier marketing consultant for Scandinavian businesses on the Costa del Sol and remotely.

The ultimate goal for Erichsen Consulting has always been to help its clients to grow their businesses and make their lives easier, and this includes handling all of their marketing needs. This duo of awards reflect that these target areas are being hit masterfully, and we wish this woman-owned management consulting company in Spain all the best as it helps partner businesses to unlock their full potential – no matter where they're based.

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