Rosa Digital

Digital services · North Macedonia

Service Guide 2026

What we do, who it is for, what is included, what we need from you, and our starting prices.

rosadigital.mk · contact@rosadigital.mk · North Macedonia

Prices in EUR, exclusive of applicable taxes · Valid from October 2026

About Rosa Digital

Rosa Digital is a digital services business based in North Macedonia. We help businesses automate routine work, organise their customer data, build partnerships, reach customers by email, modernise their processes, and build websites and custom software.

This guide describes 24 services in 6 areas. For each one you will find what it is, who it suits, what is included, what we need from you to get started, the typical timeline, and a starting price.

All prices are starting prices in EUR. The final price depends on scope, integrations and complexity, and we confirm it in a written quote before work begins.

AREA	SERVICES	STARTING FROM
Business Automation Solutions	3 services	**From €250**
CRM & Database Solutions	4 services	**From €350**
B2B Consulting & Strategic Partnerships	3 services	**From €60/hr**
Email Marketing	4 services	**From €150**
Digital Transformation Consulting	4 services	**From €300**
Website & Custom Software Development	6 services	**From €80/mo**

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BUSINESS AUTOMATION SOLUTIONS

Workflow Automation Setup

From €450

We analyze your repetitive business tasks — invoicing, client onboarding, notifications, data entry — and automate them using tools like Zapier, Make (formerly Integromat), or custom scripts.

IDEAL FOR

Small to mid-size businesses spending too many hours on manual, repetitive tasks.

TIMELINE

1–3 weeks

WHAT'S INCLUDED

- Process mapping and bottleneck analysis
- Tool selection (Zapier, Make, or custom)
- Full automation setup and testing
- Documentation and handover

WHAT WE NEED FROM YOU

- What repetitive tasks take up most of your team's time?
- Do you currently use any tools like Zapier or Make?
- What software/platforms do you use daily (CRM, email, invoicing)?

BUSINESS AUTOMATION SOLUTIONS

Custom Automation Development

From €1,200

For complex needs that off-the-shelf tools can't handle. We build fully custom automation pipelines that integrate multiple systems and APIs, tailored exactly to your business logic.

IDEAL FOR

Businesses with unique workflows that require custom-built integrations.

TIMELINE

2–6 weeks

WHAT'S INCLUDED

- Requirements gathering and system mapping
- Custom pipeline development
- API integrations
- Testing, deployment, and documentation

WHAT WE NEED FROM YOU

- What systems need to be connected?
- Are there existing APIs or is custom development needed?
- What is the expected volume of transactions/data?

BUSINESS AUTOMATION SOLUTIONS

Automation Audit & Optimization

From €250

Already using automation but things feel slow or unreliable? We review your existing workflows, identify bottlenecks, and implement improvements for speed and reliability.

IDEAL FOR

Businesses with existing automations that are underperforming or breaking frequently.

TIMELINE

3–5 days

WHAT'S INCLUDED

- Full audit of existing automations
- Bottleneck and error identification
- Optimization and fixes
- Report with recommendations

WHAT WE NEED FROM YOU

- What automations are currently in place?
- Where are the biggest pain points or failures?
- What outcomes do you expect to improve?

CRM & DATABASE SOLUTIONS

CRM Setup & Configuration

From €350

We set up and configure a CRM platform (HubSpot, Salesforce, or Zoho) tailored to your sales pipeline, team structure, and customer journey.

IDEAL FOR

Businesses managing leads and clients in spreadsheets or with no system at all.

TIMELINE

1–2 weeks

WHAT'S INCLUDED

- CRM platform selection and setup
- Pipeline and deal stage configuration
- User roles and permissions
- Basic training and documentation

WHAT WE NEED FROM YOU

- How many team members will use the CRM?
- Do you have a preferred platform (HubSpot, Salesforce, Zoho)?
- What does your sales process look like?

CRM & DATABASE SOLUTIONS

Custom CRM Development

From €2,500

custom quote for larger scope

When off-the-shelf CRMs don't fit your needs, we build a bespoke system with custom modules, dashboards, and role-based access — built exactly for your business.

IDEAL FOR

Companies with unique sales or operational processes that generic CRMs can't support.

TIMELINE

4–10 weeks

WHAT'S INCLUDED

- Custom database and backend development
- Role-based access control
- Custom dashboards and reporting
- API integrations with existing tools

WHAT WE NEED FROM YOU

- What specific features does your ideal CRM have?
- How many users and what roles are needed?
- What integrations are required?

CRM & DATABASE SOLUTIONS

Database Design & Management

From €450

We design relational databases optimized for performance, handle data migrations, and provide ongoing maintenance.

IDEAL FOR

Businesses dealing with growing data needs, slow queries, or messy data structures.

TIMELINE

1–4 weeks

WHAT'S INCLUDED

- Database architecture and design
- Query optimization
- Data migration from existing systems
- Ongoing maintenance support

WHAT WE NEED FROM YOU

- What data are you currently storing and where?
- Are there performance issues with your current setup?
- Do you need ongoing management or a one-time setup?

CRM & DATABASE SOLUTIONS

Data Analytics Dashboard

From €700

Real-time dashboards with KPIs and visual analytics so you can make informed business decisions based on live data.

IDEAL FOR

Business owners and managers who want visibility into their key metrics at a glance.

TIMELINE

2–5 weeks

WHAT'S INCLUDED

- KPI identification and data source mapping
- Dashboard design and development
- Real-time data connections
- Training on how to use and interpret the dashboard

WHAT WE NEED FROM YOU

- What metrics are most important to your business?
- Where is your data currently stored?
- Who will use the dashboard and how often?

B2B CONSULTING & STRATEGIC PARTNERSHIPS

Strategy Consultation (per session)

From €60/hr

1-on-1 strategic consulting covering growth planning, technology adoption, and market positioning. Walk away with a clear action plan.

IDEAL FOR

Business owners looking for expert guidance on their next move.

TIMELINE

1–2 hours

WHAT'S INCLUDED

- Pre-session questionnaire
- 60–120 min consultation call
- Session notes and action items
- Follow-up email with recommendations

WHAT WE NEED FROM YOU

- What is the biggest challenge you're facing right now?
- What does success look like in 6 months?
- Have you worked with consultants before?

B2B CONSULTING & STRATEGIC PARTNERSHIPS

B2B Partnership Development

From €900

We identify and facilitate strategic B2B partnerships that accelerate growth and expand your network — connecting you with the right businesses.

IDEAL FOR

Companies looking to grow through partnerships, referrals, or joint ventures.

TIMELINE

2–6 weeks

WHAT'S INCLUDED

- Partnership opportunity mapping
- Outreach and introductions
- Deal structuring support
- Ongoing relationship management

WHAT WE NEED FROM YOU

- What type of partners are you looking for?
- What markets or industries are you targeting?
- Do you have existing partnerships we can build on?

B2B CONSULTING & STRATEGIC PARTNERSHIPS

Digital Transformation Roadmap

From €1,200

A comprehensive assessment of your current processes and a clear roadmap for transitioning from legacy systems to modern digital solutions.

IDEAL FOR

Established businesses running on outdated tools and manual processes ready for change.

TIMELINE

2–4 weeks

WHAT'S INCLUDED

- Current state assessment
- Gap analysis and recommendations
- Prioritized transformation roadmap
- Executive presentation and report

WHAT WE NEED FROM YOU

- What are your biggest operational pain points?
- Which processes are still fully manual?
- What is your timeline and budget for transformation?

EMAIL MARKETING

Email Campaign Design & Send

From €180

We design, write, and send a targeted email campaign — with audience segmentation and A/B testing to maximize results.

IDEAL FOR

Businesses with an email list that want to run a one-time promotional or announcement campaign.

TIMELINE

3–5 days

WHAT'S INCLUDED

- Copywriting and design
- Audience segmentation
- A/B testing setup
- Performance report after send

WHAT WE NEED FROM YOU

- What is the goal of this campaign (promo, announcement, nurture)?
- How large is your email list?
- Do you have brand guidelines or templates?

EMAIL MARKETING

Monthly Email Marketing Management

From €300/mo

Full monthly management including strategy, content creation, scheduling, and performance reports. Hands-off email marketing for you.

IDEAL FOR

Businesses that want consistent email communication with their audience without managing it themselves.

TIMELINE

Ongoing (min. 3 months)

WHAT'S INCLUDED

- Monthly strategy and content calendar
- Email copywriting and design
- Scheduling and sending
- Monthly performance report

WHAT WE NEED FROM YOU

- How often do you want to email your audience?
- What type of content do your subscribers expect?
- Do you have a current email tool (Mailchimp, Klaviyo, etc.)?

EMAIL MARKETING

Automated Email Sequence Setup

From €400

Multi-step drip or nurture sequences for leads, onboarding new clients, or retention — set up once, runs automatically.

IDEAL FOR

Businesses that want to nurture leads or onboard clients without manual follow-up.

TIMELINE

1–3 weeks

WHAT'S INCLUDED

- Sequence strategy and flow mapping
- Copywriting for each email
- Automation setup in your email tool
- Testing and QA

WHAT WE NEED FROM YOU

- What triggers the sequence (signup, purchase, inquiry)?
- How many steps/emails in the sequence?
- What email platform do you use?

EMAIL MARKETING

Email List Cleanup & Segmentation

From €150

We audit, clean, and segment your subscriber list to remove invalid contacts and improve deliverability and engagement.

IDEAL FOR

Businesses with old or messy email lists getting low open rates or high bounce rates.

TIMELINE

2–5 days

WHAT'S INCLUDED

- List audit and duplicate removal
- Invalid/bounced email removal
- Segmentation by behavior or profile
- Deliverability recommendations

WHAT WE NEED FROM YOU

- How old is your email list and how was it built?
- What is your current open and bounce rate?
- What email platform are you using?

DIGITAL TRANSFORMATION CONSULTING

Technology Audit

From €450

A full audit of your tech stack, software, and processes — identifying gaps, redundancies, and opportunities for improvement.

IDEAL FOR

Businesses unsure if their current tools are the right fit or costing them too much.

TIMELINE

1–2 weeks

WHAT'S INCLUDED

- Tech stack inventory
- Tool-by-tool assessment
- Gap and redundancy analysis
- Written recommendations report

WHAT WE NEED FROM YOU

- What tools and software are you currently using?
- Are there tools your team dislikes or avoids?
- What is your approximate monthly spend on software?

DIGITAL TRANSFORMATION CONSULTING

Legacy System Migration

From €2,000

custom quote for larger scope

Plan and execute the migration of outdated systems to modern, cloud-based or custom alternatives — with minimal disruption to your operations.

IDEAL FOR

Businesses running on outdated software that is slow, unsupported, or limiting growth.

TIMELINE

4–12 weeks

WHAT'S INCLUDED

- Migration planning and risk assessment
- Data mapping and extraction
- New system setup and migration
- Testing, go-live, and post-migration support

WHAT WE NEED FROM YOU

- What system needs to be replaced and why?
- How critical is this system to daily operations?
- What is your tolerance for downtime during migration?

DIGITAL TRANSFORMATION CONSULTING

Process Modernization

From €700

We redesign and implement efficient digital workflows to replace manual or outdated processes — saving time and reducing errors.

IDEAL FOR

Teams still relying on paper, spreadsheets, or email chains for core business processes.

TIMELINE

2–6 weeks

WHAT'S INCLUDED

- Process mapping and analysis
- Digital workflow design
- Tool selection and implementation
- Team training

WHAT WE NEED FROM YOU

- Which processes are the most manual and time-consuming?
- How many people are involved in these processes?
- What tools do you currently use for these workflows?

DIGITAL TRANSFORMATION CONSULTING

Team Training & Onboarding

From €300

We train your staff on new tools, platforms, and workflows — with live sessions and full documentation so knowledge stays in-house.

IDEAL FOR

Teams adopting new software or processes who need structured training and support.

TIMELINE

1–3 weeks

WHAT'S INCLUDED

- Training needs assessment
- Custom training materials and guides
- Live training sessions (remote or on-site)
- Q&A and follow-up support

WHAT WE NEED FROM YOU

- How many people need to be trained?
- What tools or processes are they being trained on?
- What is the current skill level of the team?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

Landing Page / Marketing Site

From €450

A high-converting marketing website with responsive design and SEO optimization — built to turn visitors into leads.

IDEAL FOR

Businesses launching a product, campaign, or service and need a fast, professional online presence.

TIMELINE

1–3 weeks

WHAT'S INCLUDED

- Custom design and development
- Mobile-responsive layout
- SEO optimization
- Contact form and analytics setup

WHAT WE NEED FROM YOU

- What is the main goal of the page (leads, sales, awareness)?
- Do you have existing branding/design guidelines?
- Do you have copy/content ready or do you need help with that?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

Corporate Website

From €900

A multi-page professional website with CMS, contact forms, SEO setup, and analytics — your digital headquarters.

IDEAL FOR

Established businesses that need a polished, professional online presence.

TIMELINE

2–5 weeks

WHAT'S INCLUDED

- Multi-page design and development
- CMS integration for easy content updates
- SEO and analytics setup
- 30 days post-launch support

WHAT WE NEED FROM YOU

- How many pages does the site need?
- Do you need a blog or news section?
- Who will manage content updates after launch?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

E-Commerce Platform

From €2,200

custom quote for larger scope

A custom online store or multi-vendor marketplace with payment integration and admin panel — built to sell.

IDEAL FOR

Businesses selling products online who need a custom solution beyond Shopify or WooCommerce.

TIMELINE

4–12 weeks

WHAT'S INCLUDED

- Custom store design and development
- Product catalog and inventory management
- Payment gateway integration
- Order management and admin panel

WHAT WE NEED FROM YOU

- How many products will you sell?
- Do you need a single store or multi-vendor marketplace?
- What payment methods do you need to support?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

Custom Web Application / SaaS

From €3,500

custom quote for larger scope

Full-stack web applications with user auth, dashboards, APIs, and scalable cloud deployment — built for growth.

IDEAL FOR

Startups and businesses with a specific product idea that needs to be built from scratch.

TIMELINE

6–20 weeks

WHAT'S INCLUDED

- Architecture planning and tech stack selection
- Frontend and backend development
- User authentication and role management
- API development and third-party integrations
- Cloud deployment and scalability setup

WHAT WE NEED FROM YOU

- What problem does this application solve?
- Who are the users and what will they do in the app?
- Do you have a design or wireframe already?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

Mobile App Development

From €4,500

custom quote for larger scope

Cross-platform mobile apps (iOS & Android) with backend integration and app store deployment.

IDEAL FOR

Businesses that need a mobile presence or a product that lives on a smartphone.

TIMELINE

8–24 weeks

WHAT'S INCLUDED

- UI/UX design for mobile
- Cross-platform development (React Native / Flutter)
- Backend API integration
- App store submission (iOS & Android)

WHAT WE NEED FROM YOU

- iOS only, Android only, or both?
- Does the app need a backend/database?
- What features are must-haves for launch (MVP)?

WEBSITE & CUSTOM SOFTWARE DEVELOPMENT

Website Maintenance & Support

From €80/mo

Ongoing hosting support, updates, bug fixes, performance monitoring, and security patches — so your site stays fast and secure.

IDEAL FOR

Any business with an existing website that wants peace of mind.

TIMELINE

Ongoing

WHAT'S INCLUDED

- Regular updates and security patches
- Bug fixes and performance monitoring
- Uptime monitoring
- Monthly status report

WHAT WE NEED FROM YOU

- What platform is your website built on?
- How often does your site need content updates?
- Have you experienced downtime or security issues before?

Notes & terms

- All fees are quoted in EUR unless otherwise specified and are exclusive of applicable taxes.
- Starting prices are estimates.
- Final price depends on scope, integrations and complexity.
- A 50% deposit is required to begin; the balance is invoiced on completion and is payable within 14 days.
- Rush delivery (under 50% of the standard timeline) may carry a 25–40% surcharge, agreed in advance.
- Monthly services are billed on the 1st of each month with a 3-month minimum.
- Every project includes 2 rounds of revisions, and extra revisions are €50/hr.
- Website and software projects include 30 days of post-launch support.
- Custom quotes for large or long-term projects.
- To request a quote, use the form at rosadigital.mk/pricing or email sales@rosadigital.mk.
- Full terms: rosadigital.mk/terms