



# Digital Marketing Agency Business Plan

Your Company Name

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# Executive summary of digital marketing agency

This slide provides a glimpse of key highlights of the digital marketing agency including a quick pitch that describes the current market status of the industry and how the company will take leverage of the growth opportunities present in the market. It will also showcase details of its entity.

## Company Overview

- Company will be a digital marketing firm with headquarters in the US that aids organizations and people in achieving their sales and marketing objectives.
- Develop unique digital marketing strategies and solutions that exactly suit the businesses and sectors of its clients.
- Initially run remotely and offer services in various company functional areas, such as SEO, video advertising, lead generation, social media marketing, content writing, email marketing, design services, and other relevant advising and consulting services for digital marketing.
- Primarily benefit US citizens, corporations, SMEs, and start-up businesses and aims to achieve regional and national recognition over time.
- Company's founders and CEO, who has over 20 years of expertise managing e-commerce sites, working at digital marketing agencies, and assisting small to medium size businesses in achieving their digital growth objectives, will serve as the team's leader.

## The Market

Digital marketing has become increasingly important because of how accessible digital channels are. In reality, just in April 2022, there were 5 billion internet users worldwide. It is a low-cost marketing strategy for small enterprises because of its low upfront costs.

## Opportunity

**89%** of Americans use the internet at least once every day, and 31% use it frequently. As a marketer, leveraging the digital sphere through online advertising, brand building, offering excellent customer service that attracts potential customers, and more is crucial. With this, the business may enhance its brand, provide a top-notch customer experience, attract new clients, and more.

Name of the Entity	<b>ABC Limited</b>	Services Offered	<ul style="list-style-type: none"><li>• Search engine optimization</li><li>• Pay-per-click marketing</li><li>• Video advertising</li><li>• Lead generation</li><li>• Social media marketing</li><li>• Content writing</li><li>• E-mail marketing</li><li>• Design services</li><li>• Affiliate marketing</li><li>• Native advertising</li><li>• Influencer marketing</li><li>• Mobile marketing</li><li>• Website marketing</li><li>• SMS messaging</li></ul>	Investment	<b>\$15,000</b>
Web Address	<b>www.xxx.com</b>	Target Market	<ul style="list-style-type: none"><li>• SMEs</li><li>• E-commerce</li><li>• Auto-dealerships</li><li>• Online Service Provider</li><li>• Retailers</li><li>• Local Businesses</li><li>• Entrepreneurs and Start-ups</li><li>• Corporate Organizations</li><li>• Real-Estate Developers</li><li>• Hospitality Businesses</li></ul>	Founder's Name	<b>Mr. Leo</b>
Incorporation Date	<b>DD/MM/YY</b>				
Location	<b>United States</b>				

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# Vision, mission and goals associated with digital marketing agency

This slide covers the digital marketing agency's vision, mission, and goals to ensure that it will deliver a top-notch customer experience in various functional areas across the digital marketing industry. It will also reflect the company's culture and reason for operations.



## Goals

01

To create a well-organized advertising agency that can compete in the fiercely competitive US and global advertising markets.

02

To keep up professional and technical knowledge by going to training programs and reading specialized literature.

03

To establish and uphold the company's brand reputation over the course of the service.

04

To boost business revenue by implementing a number of automated tactics on digital platforms, including retargeting through ad networks, email marketing, and other pertinent ones.

05

To attract customers to their website and increase traffic by attracting visitors.

06

To achieve and surpass the industry average profit margin within the first two years.



## Vision

To develop a quality and top-tier digital marketing agency whose offerings and reputation will be accepted not only in the US but also abroad.



## Mission

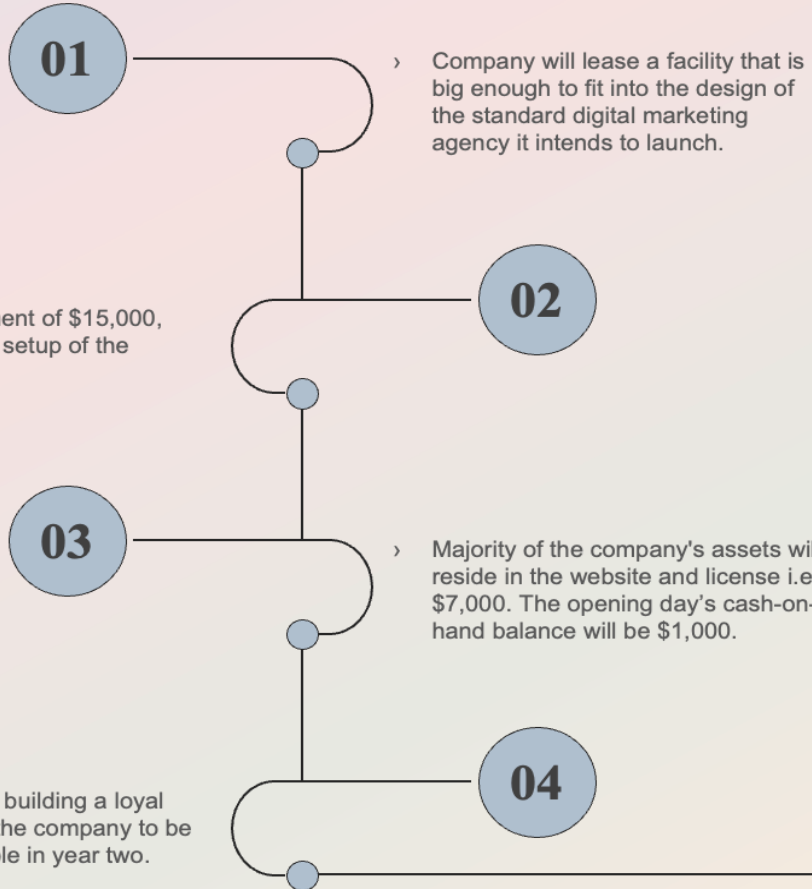
To offer expert, highly imaginative, and result-driven digital marketing services as well as other associated advising and consultancy services that will help people, corporations, and non-profit organizations promote their brands and connect with a variety of potential global customers.

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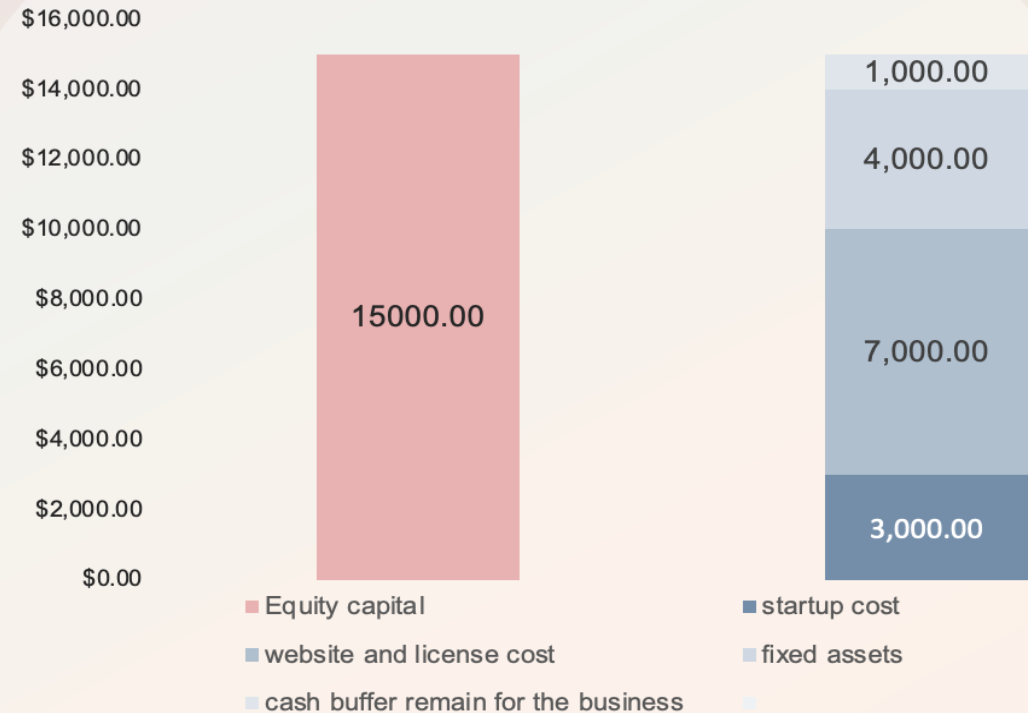
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# Start-up cost summary for digital marketing agency

This slide provides information about start-up expenditures that incur during the process of establishing a digital marketing agency, such as start-up ownership, legalities, and other expenses associated with the store. It will also highlight how the company will utilize its funds.



## Utilization of Funds



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "edit data".

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