

**FREE VERSION OF GROWTHINK'S
ULTIMATE DIGITAL MARKETING AGENCY
BUSINESS PLAN TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Digital Marketing Agency Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Digital Marketing Agency Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Digital Marketing Agency Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Digital Marketing Agency Business Plan Template, please go to <https://businessplantemplate.growthink.com/digital-marketing-agency/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

[Company Name], located at [insert location here] is a new digital marketing agency. Our services ensure our clients that they are well-represented online and better capture visitors, leads and sales.

Products and Services

[Company Name] will provide digital marketing services primarily to small and mid-sized businesses. Our services include:

- Search engine optimization
- Rich media advertising
- Digital display advertising
- Mobile advertising
- Social media management

In addition to providing these services, [Company name] will also offer website and mobile app design and development.

Return to our [digital marketing agency business plan](#) page.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

[Company Name], located at [insert location here] is a new digital marketing agency focusing on helping small and mid-sized businesses strengthen their online brand and better gain visitors, leads and sales. [The Company] also provides website and mobile app development services.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the marketing business for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] attended a marketing conference in Cleveland, OH. During her trip, [Founder's Name] attended a networking event, where she met a digital marketing entrepreneur that enjoyed tremendous success. After discussing the business at length with this entrepreneur...

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that affect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growththink's Ultimate Digital Marketing Agency Business Plan Template:

[Company Name] directly or indirectly competes against other digital marketing agencies. There are currently 6,700 digital ad agencies in the United States.

According to a report by IBISWorld, the digital marketing industry has a moderate level of concentration, with the top three agencies accounting for nearly 30% of total industry revenue. The market is estimated to grow to nearly \$24 billion in five years. This bodes well for [Company Name]; since...

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

[Company Name] will serve small and mid-sized businesses throughout the United States.

Businesses in the United States, as well as throughout the world, are predominantly either sole proprietorships, or small employers. With its cutting-edge services and the vast potential market, [Company Name] is well-positioned to succeed.

The precise breakdown of small business in the United States is as follows...

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

The following spas are located within a 20-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

The Social Media Manager

Established in 2018, The Social Media Manager helps entrepreneurs develop and implement social marketing strategies to help increase their online visibility. The company devises customized service to help each specific business improve efficiency.

While we expect that The Social Media Manager will continue to thrive based on its customer relationships and successful campaigns, we expect that more and more customers will engage [Company Name] based on the more robust, yet competitively priced services we offer.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering end-to-end digital marketing services, along with website and app development
- All employees have experience in design, as well as specializations in various aspects of digital marketing
- Moderate price point
- Providing a customer-focused service

Promotions Strategy

[Company Name] expects its target market to be small and mid-sized businesses throughout the US. The Company's promotions strategy to reach these markets includes:

Digital Marketing: [Company name] will launch a digital campaign on social media and via email. These advertisements will serve to provide exposure to relevant markets. Facebook, YouTube, and similar channels will be a major promotion effort.

Major Publications: We will make careful use of advertising in selected larger publications. [Publication or newspaper name] has a circulation of xyz and we can expect to reach a wider

geographic region of customers on a limited basis. Advertisements with major publications will be used selectively, based on cost effectiveness.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Service Functions

- Consultation
- Creative and Design services
- Market Research
- Coding

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing software, equipment, and products.
- Hiring and training staff
- Appointment making
- Customer service functions

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Digital Marketing Agency Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been a web designer for 20 years. While [Founder] has never run a digital marketing business herself, she has been working in the field since age 25 and spent most of her adult life working in large advertising agencies. As such [Founder] has an in-depth knowledge of the digital marketing business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to

**<https://businessplantemplate.growthink.com/digital-marketing-agency/>
for the paid template that automatically generates your 5-year financial projections**

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

[Company Name]'s revenues will come primarily from services rendered.

As with most technology businesses, labor expenses are the key cost drivers for digital marketing agencies. Digital marketing employs a specialized workforce that has extensive skill, creativity and knowledge. Employees are expected to complete a variety of specialized tasks; therefore, attractive compensation packages are necessary to maintain a qualified staff.

The major cost drivers for the company's operation will consist of:

- Salaries
- Lease

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$440,000 to launch. Specifically, these funds will be used as follows:

- Store design and build-out: \$325,000
- Initial inventory: \$50,000
- Working capital: \$65,000 to pay for marketing, salaries, and procurement costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
In Store	\$2,700,000	\$2,891,700	\$3,097,011	\$3,316,898	\$3,552,398
Total Revenues	\$2,700,000	\$2,891,700	\$3,097,011	\$3,316,898	\$3,552,398
Expenses & Costs					
Cost of goods sold	\$1,890,000	\$2,024,190	\$2,167,907	\$2,321,829	\$2,486,679
Lease	\$75,000	\$76,500	\$78,030	\$79,591	\$81,182
Marketing	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Salaries	\$430,000	\$430,000	\$474,075	\$497,779	\$522,668
Delivery van expenses	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$5,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$2,415,000	\$2,545,690	\$2,735,012	\$2,914,198	\$3,105,529
EBITDA	\$285,000	\$346,010	\$361,998	\$402,700	\$446,869
Depreciation	\$56,240	\$56,240	\$56,240	\$56,240	\$56,240
EBIT	\$228,760	\$289,770	\$305,758	\$346,460	\$390,629
Interest	\$28,600	\$22,880	\$17,160	\$11,440	\$5,720
PRETAX INCOME	\$200,160	\$266,890	\$288,598	\$335,020	\$384,909
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$200,160	\$266,890	\$288,598	\$335,020	\$384,909
Income Tax Expense	\$70,056	\$93,412	\$101,009	\$117,257	\$134,718
NET INCOME	\$130,104	\$173,479	\$187,589	\$217,763	\$250,191

X. Appendix

Sample from Growthink's Ultimate Digital Marketing Agency Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growthink's Fully Customizable Digital Marketing Agency Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal!** **Los Angeles Times** **Inc.**

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