



Digital Marketing

Business Plan

[YEAR]

Original.. Fearless.. Independent..


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1.

Executive Summary

Introduction

Mission Statement

Vision Statement

Keys to Success

Objectives

Financial Highlights



REMEMBER

Before you think about how to start a Digital Marketing Agency, you must create a detailed Digital Marketing Agency business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Introduction



TIP

Web Spice Consultancy is a U.S based and world-class digital marketing agency. We have been able to secure a standard and well – positioned office facility in a central business district in Cape May – New Jersey.

We are a social media marketing company that is s To unlock help try Upmetrics!

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Mission Statement



TIP

Our mission is to provide professional and highly creative result-oriented digital marketing services and other related advisory and consulting services that will assist businesses, individuals, and non-profit organizations in promoting their brands and reaching out to a wide range of potential customers all over the globe.

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Vision Statement



TIP

Our vision is to establish a standard and world-class digital marketing agencies whose services and brand will not only be accepted in the United States of America but also in other parts of the world.

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Keys to Success



TIP

The following keys to success will be observed for the digital marketing agency business plan in the United States:

- Top-quality digital marketing services.
- Building trust with clients.

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Objectives



TIP

To build a well – structured advertising agency that can compete in the highly competitive advertising agencies in the United States

To maintain professional and technical knowledge by attending educational workshops; reviewing professional publications, est

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Financial Highlights



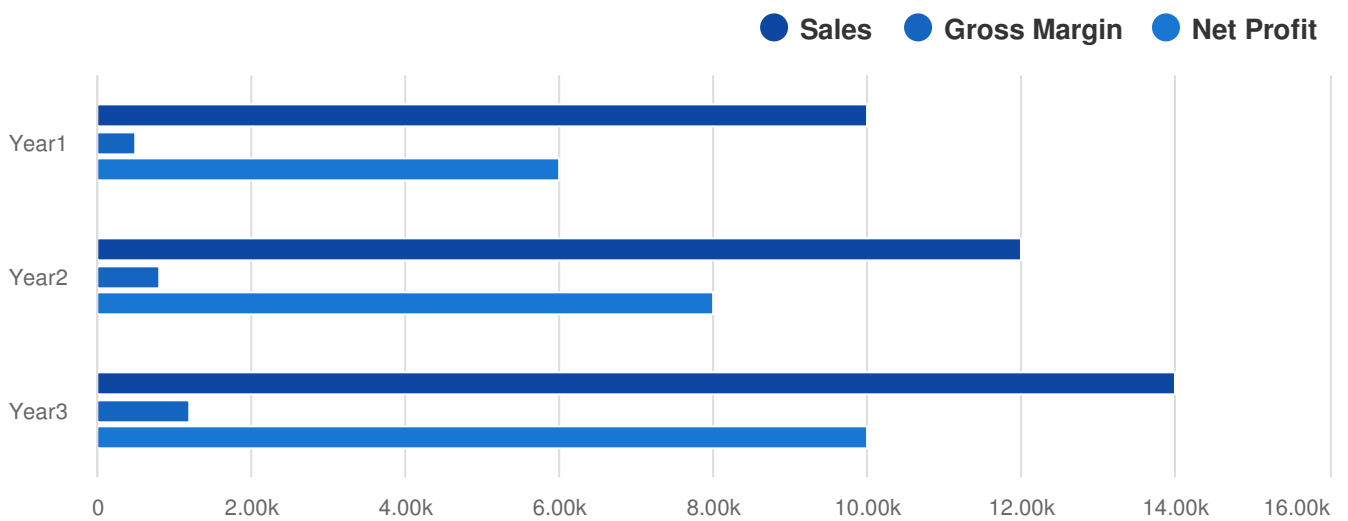
TIP

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware. Projected revenues for 2021 to 2023 are \$200,000, \$1.5 million, and \$2.2 million, respectively. Our target is to be the mo

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Business Summary

Company Ownership

Startup Summary



TIP

Web Spice Consultancy is a U.S based and world-class marketing agency that will be located in Cape May – New Jersey. We have been able to secure a standard and well – positioned office facility in a central business district in Cape May. We are a digital marketing agency that is set to compete in the highly competitive digital marketing agencies in the

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Company Ownership



TIP

Web Spice Consultancy is founded by Rooney Wilberforce and his friend and business partner for many years Festus Holloway. They both graduated from Illinois Institute of Technology with BSc in Business Administration and they have a combined experience that revolves around market researching, sales web designing, graphic designing, corporate branding

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Startup Summary



TIP

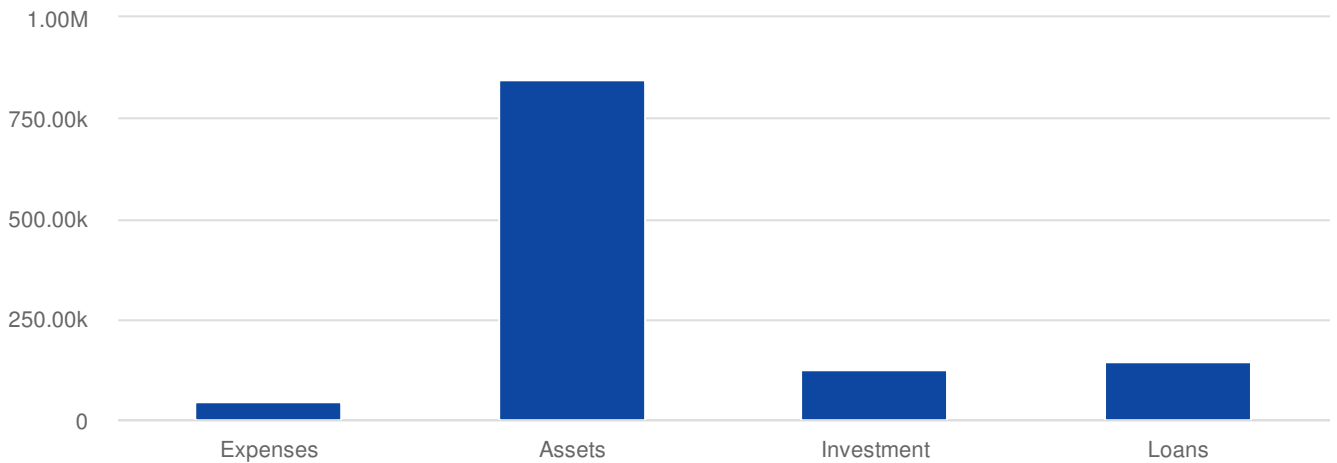
Rooney Wilberforce and Festus Holloway will invest equally in the company. They will also secure a long-term business loan. The following table and chart show the projected initial start-up costs of Web Spice Consultancy.

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Startup

● Amount



Category	Amount
Expenses	45124
Assets	845411
Investment	124511
Loans	145212

STARTUP	AMOUNT
Startup Expenses	
Legal	\$1,000
Stationery etc.	\$1,000
Brochures	\$1,000
Advertising	\$20,000
Expensed Computer Equipment/Software	\$10,000
Insurance	\$0
Rent	\$1,500
Research and Development	\$0
Other	\$0
TOTAL STARTUP EXPENSES	\$34,500
Startup Assets	

STARTUP	AMOUNT
Cash Required	\$155,500
Other Current Assets	\$10,000
Long-term Assets	\$0
TOTAL ASSETS	\$165,500
Total Requirements	\$200,000

3.

Products and Services



REMEMBER

Before starting a digital marketing agency, you must take many things into consideration such as you must consider what types of digital marketing services will you be providing to your clients. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how

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TIP

Web Spice Consultancy was established with the aim of maximizing profits in the Digital Marketing Agencies industry. We want to compete favorably with the leading digital marketing agencies in the United States of America and the world which is why we have put in place a competent team that will ensure that we meet and even surpass our customers' expectations.

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Services



Search engine optimization (SEO)



Banner advertising



Video advertising



Rich media advertising



Sponsorship advertising



Classifieds/directories



Lead generation



Mobile messaging/email



Digital display advertising



Mobile advertising



Social media management



Other related digital marketing advisory and consulting services

4.

SWOT Analysis



TIP

Web Spice Consultancy engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured digital marketing business that can favorably compete in the highly competitive digital marketing agencies industry in the United States and the world at large.

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Strengths

Our core strength lies in the power of our team; our workforce. We have a team of creative, result-driven, and highly proficient digital marketing experts, a team with excellent qualifications and experience in various niche areas in the digital marketing agencies industry and other related industry.

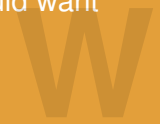
Aside from the synergy that exists in our carefully selected digital marketing experts, our services will be measurable, result-driven, and guided by best practices in the industry.



Weaknesses

As a new digital marketing agency in Cape May – New Jersey, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive digital marketing agencies industry; that is perhaps our major weakness.

Another weakness is that we may not have the required cash to pump into promoting our business especially via mainstream media (TV, Radio and Newspapers, etc) the way we would want to.



Opportunities

No doubt, the opportunities available in the digital marketing agencies industry is massive considering the number of individuals and corporate organizations with an active presence on the internet and of course the pretty large numbers of people who visit the internet / social media platforms on a daily basis and own mobile phones/smartphones and other related gadgets.

As a standard and world-class digital marketing agency, we are ready to take advantage of any opportunity that is available in the industry.



Threats

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that an economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a digital marketing agency or even a social media marketing company in the same location where our target market exists and who may want to adopt the same Business model as us.



5.

Market Analysis

Market Trends

Target Market

Competitive advantage



REMEMBER

The most important component of an effective Digital Marketing Agency business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this Digital Marketing Agency business plan sample or other Digital Marketing Agency business plans available online.

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Market Trends



TIP

No doubt, the Digital Marketing Agencies industry has benefited from the rapid switch from traditional print advertising to digital advertisements. As more consumers generate website traffic through the use of smartphones and tablets, businesses have purchased digital advertising services to build brand awareness across multiple screens and platforms.

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Target Market



TIP

Before starting our digital marketing agency, we are certain that there is a wide range of both corporate and individual clients who cannot successfully run their businesses without the services and support of a standard digital marketing agency; a company that can help them reach out to their target market.

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Competitive advantage



TIP

Surviving in the business world as a digital marketing agency requires more than your expertise, knowing how to conduct your business but also how to network with key people that matters; decision-makers that can decide who will get a contract or a business deal.

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6.

Strategy

Pricing Strategy

Publicity and Advertising Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those clients. Like marketing analysis, sales strategy is also an important component of a Digital Marketing Agency business startup and must be properly planned before you think about starting.

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TIP

We are mindful of the fact that there is stiffer competition in the social media marketing industry; hence we have been able to hire some of the best marketing experts to handle our sales and marketing.

Our sales and marketing team will be recruited base

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Pricing Strategy



TIP

At Web Spice Consultancy we will keep the prices of our services below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would hire our services.

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TIP

At Web Spice Consultancy, our payment policy will be all-inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients:

- Payment by via bank transfer

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Payment Options

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Publicity and Advertising Strategy



We have been able to work with our in house brand and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for both corporate clients and individual clients in the whole of the United States and beyond which is why we have made provisions for effective

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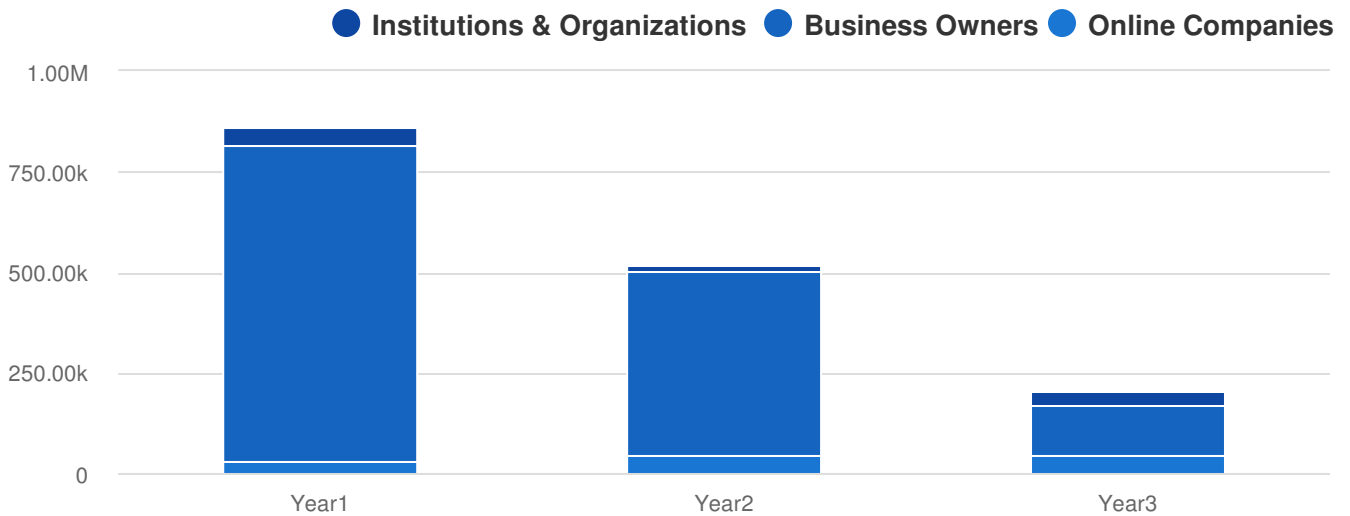
The following is the sales forecast for three years. We have no cost of sales, as all of our deliverables are electronic, and our labor costs are included in the Personnel table.

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Sales Forecast

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Sales Yearly



Financial Year	Institutions & Organiz...	Business Owners	Online Companies
Year1	45784	784574	32125
Year2	12451	457844	45125
Year3	32541	124515	45125

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales Forecast	Year 1	Year 2	Year 3
Unit Sales			
Flyers & brochures	1,887,030	2,680,320	2,588,240
Billboards, banners & flags	802,370	815,430	823,540
Business & invitation cards	539,320	770,230	1,002,310
Digital advertising	265,450	322,390	393,320
TOTAL UNIT SALES	3,494,170	4,588,370	4,807,410
Unit Prices			
Flyers & brochures	\$140,00	\$150,00	\$160,00
Billboards, banners & flags	\$600,00	\$800,00	\$1 000,00
Business & invitation cards	\$700,00	\$800,00	\$900,00
Digital advertising	\$650,00	\$750,00	\$850,00
Sales			
Flyers & brochures	\$2,149,800	\$2,784,000	\$3 383 200
Billboards, banners & flags	\$120,050	\$194,500	\$268,500
Business & invitation cards	\$50,110	\$71,600	\$93,000
Digital advertising	\$139,350	\$194,600	\$249,850
TOTAL SALES			
Direct Unit Costs			
Flyers & brochures	\$0,70	\$0,80	\$0,90
Billboards, banners & flags	\$0,40	\$0,45	\$0,50
Business & invitation cards	\$0,30	\$0,35	\$0,40
Digital advertising	\$3,00	\$3,50	\$4,00
Direct Cost of Sales			
Flyers & brochures	\$989,300	\$1,839,000	\$2,679,700
Billboards, banners & flags	\$66,600	\$119,900	\$173,200
Business & invitation cards	\$17,900	\$35,000	\$52,100
Digital advertising	\$19,400	\$67,600	\$115,800
Subtotal Direct Cost of Sales	\$1,294,100	\$1,699,400	\$2,104,700

7.

Management Plan

Personnel Plan

Average Salaries



REMEMBER

The management plan is also an important component of a Digital Marketing Agency business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a Digital Marketing Agency. The management plan of the Digital Marketing Agency

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TIP

Rooney Wilberforce will be responsible for tactical elements of the marketing campaign and Festus Holloway will manage the technical aspects of the campaign.

Web Spice Consultancy is a digital marketing agency

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Personnel Plan



TIP

As a matter of fact, a profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions:

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Average Salaries

Personnel Plan	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$45 000	\$50 000	\$55 000
Creative Director	\$152 000	\$159 000	\$166 000
Human Resources and Admin Manager	\$152 000	\$159 000	\$166 000
Sales and Marketing Executive	\$152 000	\$159 000	\$166 000
Client Service Executive	\$145 000	\$152 000	\$159 000
Content Creator / Online Traffic Generator	\$50 000	\$55 000	\$60 000
Digital Marketing Specialist	\$42 000	\$45 000	\$48 000
Web Designer cum Graphic Artist	\$42 000	\$45 000	\$48 000

Personnel Plan	Year 1	Year 2	Year 3
Total Salaries	\$304 000	\$318 000	\$332 000

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a Digital Marketing Agency Business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

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TIP

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

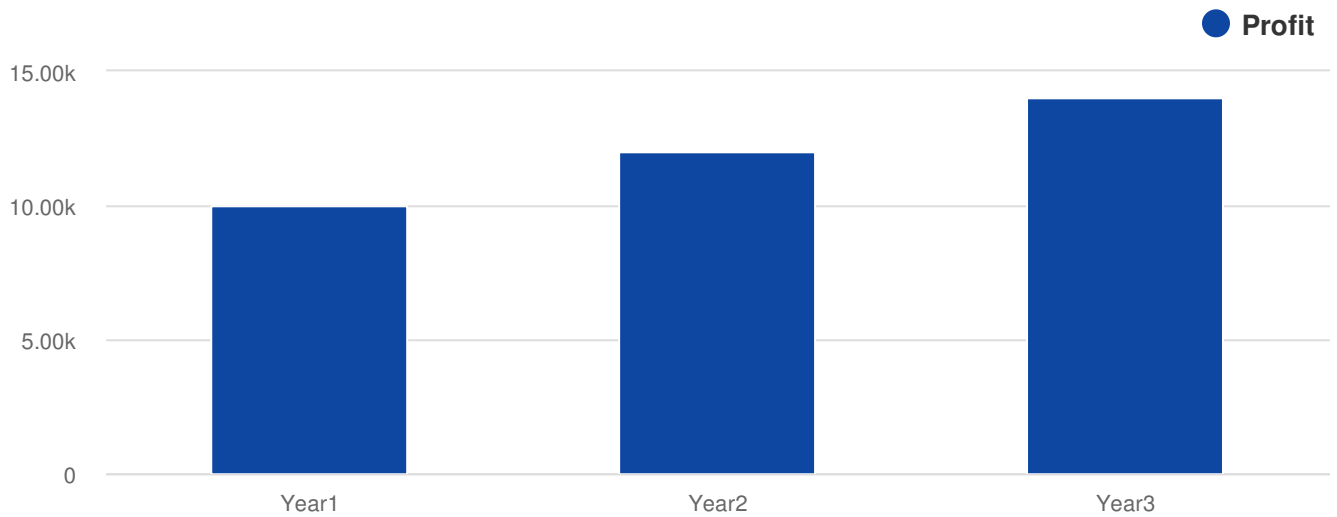
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

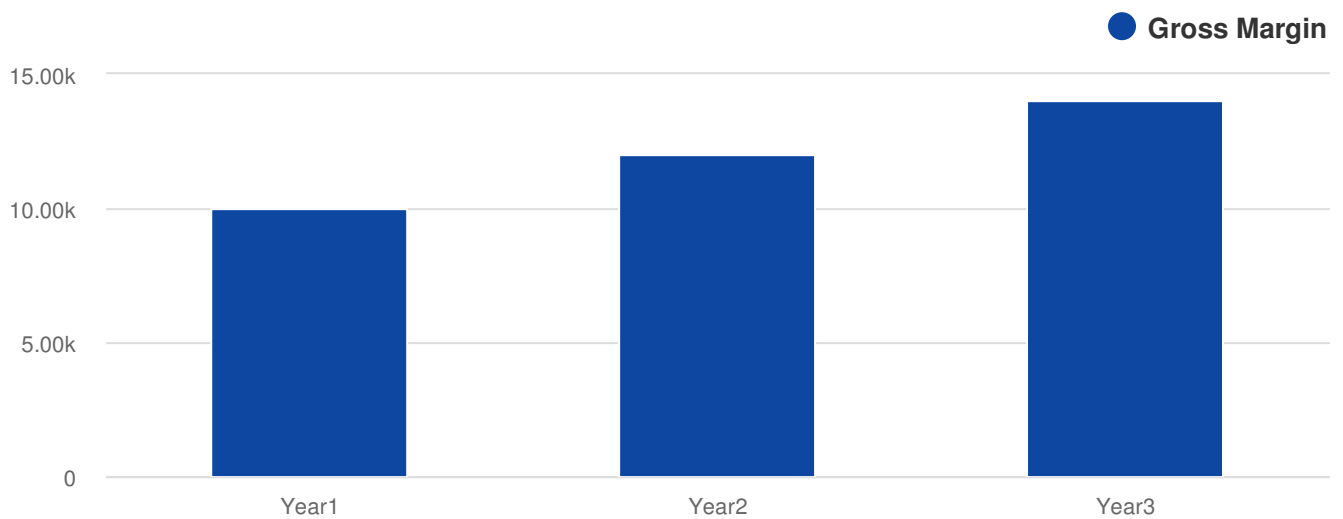
Profit

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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