

Marketing Agency Business Plan

Sample plan for Brightline Digital Agency (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Brightline Digital Agency is a new marketing agency business based in [City, State]. We will serve local service businesses and ecommerce brands, offering seo and content marketing, paid search and social ads and website design. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$240,000, growing to \$345,000 by year three. Startup costs are estimated between \$11,300 and \$56,000. We are seeking \$34,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Agencies sell expertise by the hour while promising results, so the plan should show the services you specialize in, your retainer pricing, how you deliver profitably with staff or contractors, and how you keep clients past the first few months.

Item	Details
Legal name	[Brightline Digital Agency LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
SEO and content marketing	[Describe]	[\$]	[\$]
Paid search and social ads	[Describe]	[\$]	[\$]
Website design	[Describe]	[\$]	[\$]
Social media management	[Describe]	[\$]	[\$]
Email marketing	[Describe]	[\$]	[\$]

Revenue streams:

- Monthly retainers
- Project fees
- Ad management fees

4. Market Analysis

Target customers:

- Local service businesses
- Ecommerce brands
- B2B companies
- Nonprofits

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Niche-focused case studies
- Partnerships with web developers
- Content and webinars
- Referral fees

Channel	Monthly budget	Goal
Niche-focused ...	[\$]	[#]
Partnerships ...	[\$]	[#]
Content ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business registration [] obtained
- Professional liability insurance [] obtained
- Contracts reviewed by an attorney [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Monthly recurring revenue	Retainer income each month.	[Target]
Client churn	Clients leaving each month.	[Target]
Delivery margin	Revenue minus staff and contractor cost per client.	[Target]
Revenue per employee	Team productivity.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Client churn	[Your plan]
Dependence on platform changes	[Your plan]
Hiring and contractor quality	[Your plan]
Underpriced retainers	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Website and branding	\$1,000	\$6,000	[\$]
Software subscriptions	\$1,500	\$8,000	[\$]
Computers	\$2,000	\$6,000	[\$]
Registration and insurance	\$800	\$3,000	[\$]
Marketing	\$1,000	\$8,000	[\$]
Working capital reserve	\$5,000	\$25,000	[\$]
Total	\$11,300	\$56,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$240,000	\$300,000	\$345,000
Cost of sales	\$108,000	\$135,000	\$155,250
Gross profit	\$132,000	\$165,000	\$189,750
Operating expenses	\$125,400	\$137,940	\$148,975
Net income before tax	\$6,600	\$27,060	\$40,775

Example assumptions: 55% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$34,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Website and branding	[\$]
Software subscriptions	[\$]
Computers	[\$]
Registration and insurance	[\$]
Marketing	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a marketing agency plan:

- Choose a niche or service focus.
- Show delivery cost per retainer.
- Explain your reporting to clients.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.