



[Enter your business name]

Agency Business Plan

Date: Insert

Contents

Executive Summary.....	3
Our Mission.....	4
Our Values.....	4
Market Research Findings.....	5
Competitor Analysis.....	6
Unique Selling Proposition (USP).....	7
Service Offering.....	8
Go-To-Market (GTM) Plan.....	9
Organization Structure & People.....	10
Goals & Sales Forecasting.....	11
Goals for next year.....	11
Goals for the next 3 years.....	11
Cash flow forecast.....	12
Tools & Tech.....	13

Executive Summary

[Complete this section last so you can summarise information from the rest of your plan.]

What our agency does

Our target market

Our USP (Unique Selling Proposition)

Our GTM (Go-To-Market) Plan

Our business goals

Our Mission

[Insert a statement which defines your agency's objectives and its approach. Why will this agency exist and what is its purpose?]

[Example: We exist to help Restaurants and Bars drive high performance from SEO. Our team has deep domain experience in both hospitality and SEO.]

Our Vision

[Insert your long-term desired future position of the agency – where will it be in 5 or 10 years?]

[Example: To be the most sought-after and respected SEO agency serving Restaurants and Bars in the state of Texas.]

Our Values

[Insert your agency's values such as 3 to 5 words or short statements that the team can believe in and embody day-to-day]

[Example:

RESULTS THAT MATTER: we focus only on the results that matter for our clients

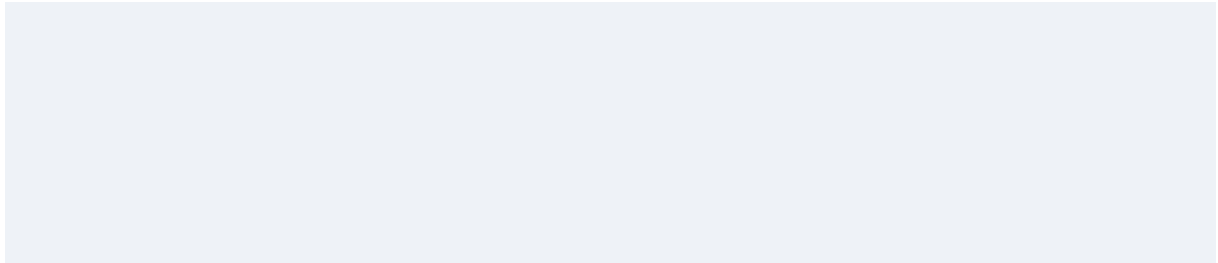
TRANSPARENCY: always transparent both internally and externally

ALWAYS LEARNING: stay curious and never stop learning and improving]

Market Research Findings

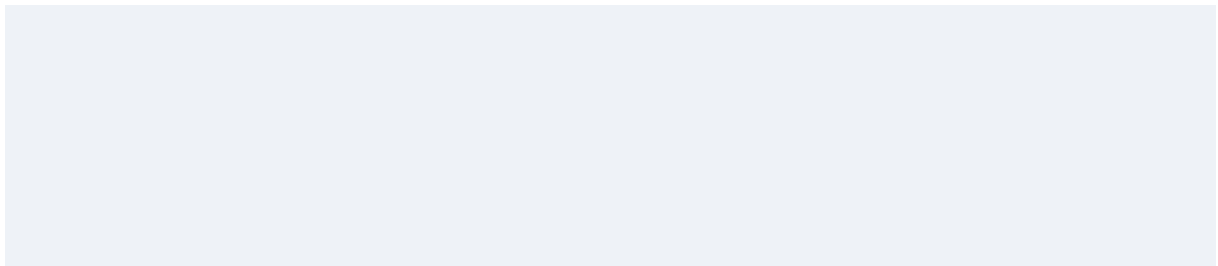
Qualitative findings

[Insert findings from qualitative research such as one-on-one interviews, meetings, focus groups or workshops]



Quantitative findings

[Insert findings from quantitative research such as online surveys, open or click rates from mass emails, multivariate testing or other high-volume research methods]



Competitor Analysis

The top 3 businesses we're competing against, what they do well and not so well. What we'll do differently to succeed in the market.

Competitor name	<i>[Example: A1 Digital Marketing]</i>		
Strengths	<i>[Example: Low price points]</i>		
Weaknesses	<i>[Example: Low quality work with questionable track record]</i>		
What we'll do differently	<i>[Example: We are results-driven and only work with clients who want to achieve goals, not the ones looking for the lowest cost work.]</i>		

Unique Selling Proposition (USP)

[Insert how you will set your agency apart from competitors to effectively compete for your target clients.]

SWOT analysis

Our business strengths, weaknesses, opportunities and threats.

Strengths

What's good about our agency.

Weaknesses

What's not so good about our agency.

Opportunities

External factors we could take advantage of.

Threats

External factors that could cause problems for us.

Service Offering

Service	Description	Indicative price
		\$
		\$
		\$

Pricing strategy

How we set prices for our services.

Go-To-Market (GTM) Plan

Our target market

The group of clients that we aim to sell our services to.

[Example: We target restaurants and bars in Houston and San Antonio with 15 or more staff.]

GTM activities

[Focus on the channels and activities that suit your target market.]

The channels we'll use to communicate with our target clients.

Channel	Used for	Details
<i>[Example: Social Media]</i>	<i>[Example: Promotion prior to launch]</i>	<i>[Example: We'll use regular Facebook posts to promote the agency and our expertise]</i>

Organization Structure & People

Our people

Role	Name	Skills and experience
	If role is filled.	
<i>[Examples: Founder, Head of SEO, Account Director]</i>		

Sources of advice and support

External people or organisations that provide support to our business.

Support type	Name	Skills and experience
<i>[Example: Accountant.]</i>		

Skill and staff retention strategies

How we keep our staff working for us and maintain their skills.

[Example: The Founder regularly checks in with staff, all staff attend weekly team meetings, we offer free courses to maintain staff skills and involve staff in our professional development planning process.]

Goals & Sales Forecasting

Goals for next year

	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>
Actions to achieve goal	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>
Due date			
Who's responsible			

Goals for the next 3 years

	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>	<i>[Enter a goal]</i>
Actions to achieve goal	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>	<ul style="list-style-type: none">• <i>[Action]</i>• <i>[Action]</i>• <i>[Action]</i>
Due date			
Who's responsible			

Cash flow forecast

Our forecast cash flow for the next calendar year.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly cash balance	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Closing balance	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$



Tools & Tech

Digital technology

Technology we plan to use for our business.

[Examples: project management, accounting software, comms tools, CRM and other subscription software]

- [SEOptimizer](#): for generating new business leads from our agency website
-