

# ADVERTISING AGENCY BUSINESS PLAN TEMPLATE

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# BUSINESS PLAN



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TABLE OF CONTENTS

- 1. BUSINESS SUMMARY ..... 4
  - 1.1 OUR COMPANY ..... 4
  - 1.2 MISSION STATEMENT ..... 4
  - 1.3 VISION STATEMENT ..... 4
- 2. THE CHALLENGE ..... 5
  - 2.1 PROBLEM ..... 5
  - 2.2 OPPORTUNITY ..... 5
- 3. SITUATIONAL ANALYSIS ..... 6
  - 3.1 5C ANALYSIS..... 6
    - 3.1.1 COMPANY ..... 6
    - 3.1.2 COLLABORATORS..... 6
    - 3.1.3 CUSTOMERS ..... 6
    - 3.1.4 COMPETITORS ..... 6
    - 3.1.5 CLIMATE..... 6
  - 3.2 SWOT ANALYSIS..... 7
- 4. CORE CAPABILITIES ..... 8
  - 4.1 CAPABILITY ONE ..... 8
  - 4.2 CAPABILITY TWO ..... 8
  - 4.3 CAPABILITY THREE ..... 8
- 5. MARKETING CAPABILITIES ..... 9
  - 5.1 CAPABILITY ONE..... 9
  - 5.2 CAPABILITY TWO ..... 9
  - 5.3 CAPABILITY THREE ..... 9
- 6. GOALS ..... 10
  - 6.1 BUSINESS GOALS ..... 10
  - 6.2 SALES GOALS ..... 10
  - 6.3 FINANCIAL GOALS..... 11
  - 6.4 COMMUNICATION GOALS ..... 11
- 7. TARGET MARKET ..... 12
  - 7.1 INFORMATION COLLECTION..... 12
  - 7.2 PAIN POINTS ..... 12
  - 7.3 SOLUTIONS ..... 13
  - 7.4 BUYER PERSONA..... 13
- 8. MARKETING STRATEGY ..... 14
  - 8.1 BUYER'S BUYING CYCLE ..... 14
  - 8.2 UNIQUE SELLING PROPOSITION (USP) ..... 14

- 8.3 MARKETING MIX – 4Ps..... 15
  - 8.3.1 PRODUCT ..... 15
  - 8.3.2 PRICE ..... 15
  - 8.3.3 PLACE ..... 15
  - 8.3.4 PROMOTION ..... 15
- 8.4 MARKETING CHANNELS ..... 16
- 8.5 BUDGET ..... 17
- 9. PERFORMANCE STANDARDS & MEASUREMENT METHODS ..... 18
  - 9.1 STANDARDS OF PERFORMANCE ..... 18
  - 9.2 BENCHMARKS..... 18
  - 9.3 MARKETING METRICS TO MEASURE SUCCESS ..... 19
  - 9.4 MEASUREMENT METHODS ..... 19
- 10. FINANCIAL SUMMARY ..... 20
  - 10.1 FINANCIAL FORECASTS ..... 20
  - 10.2 BREAK-EVEN ANALYSIS ..... 20
  - 10.3 FINANCIAL STATEMENTS ..... 21
    - 10.3.1 INCOME STATEMENT ..... 21
    - 10.3.2 CASH-FLOW PROJECTION..... 21
    - 10.3.3 BALANCE SHEET ..... 21
- 11. APPENDIX ..... 22
  - 11.1 RESEARCH RESULTS ..... 22
  - 11.2 PRODUCT SPECIFICATIONS AND IMAGES ..... 22

## 1. BUSINESS SUMMARY

### 1.1 OUR COMPANY

### 1.2 MISSION STATEMENT

### 1.3 VISION STATEMENT

2. THE CHALLENGE

2.1 PROBLEM

A large, empty rectangular box with a thin grey border, intended for the user to provide details about the problem.

2.2 OPPORTUNITY

A large, empty rectangular box with a thin grey border, intended for the user to provide details about the opportunity.

3. SITUATIONAL ANALYSIS

3.1 5C ANALYSIS

3.1.1 COMPANY

3.1.2 COLLABORATORS

3.1.3 CUSTOMERS

3.1.4 COMPETITORS

3.1.5 CLIMATE

3.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

4. CORE CAPABILITIES

4.1 CAPABILITY ONE

4.2 CAPABILITY TWO

4.3 CAPABILITY THREE



5. MARKETING CAPABILITIES

5.1 CAPABILITY ONE

5.2 CAPABILITY TWO

5.3 CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

6.2 SALES GOALS

6.3 FINANCIAL GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their financial goals.

6.4 COMMUNICATION GOALS

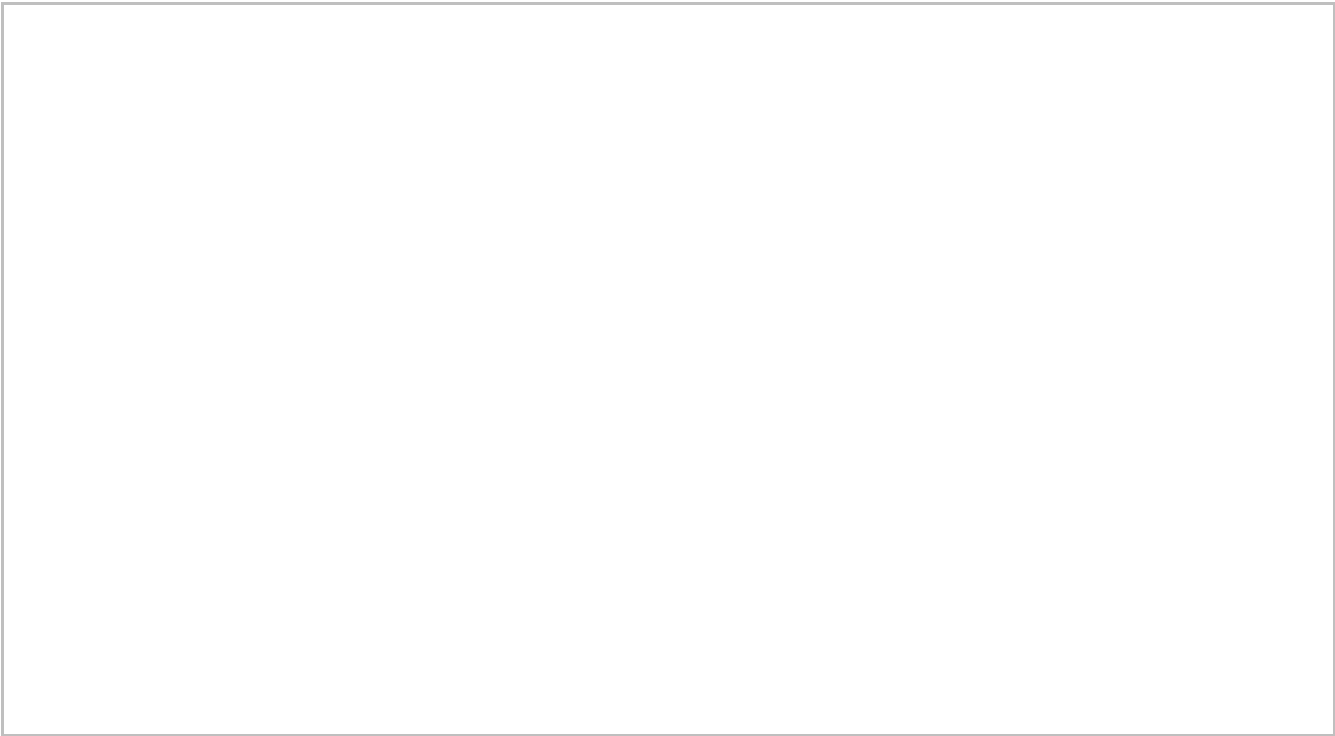
A large, empty rectangular box with a thin grey border, intended for the user to enter their communication goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the collection of information related to the target market.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for identifying and describing pain points related to the target market.

7.3 SOLUTIONS



7.4 BUYER PERSONA

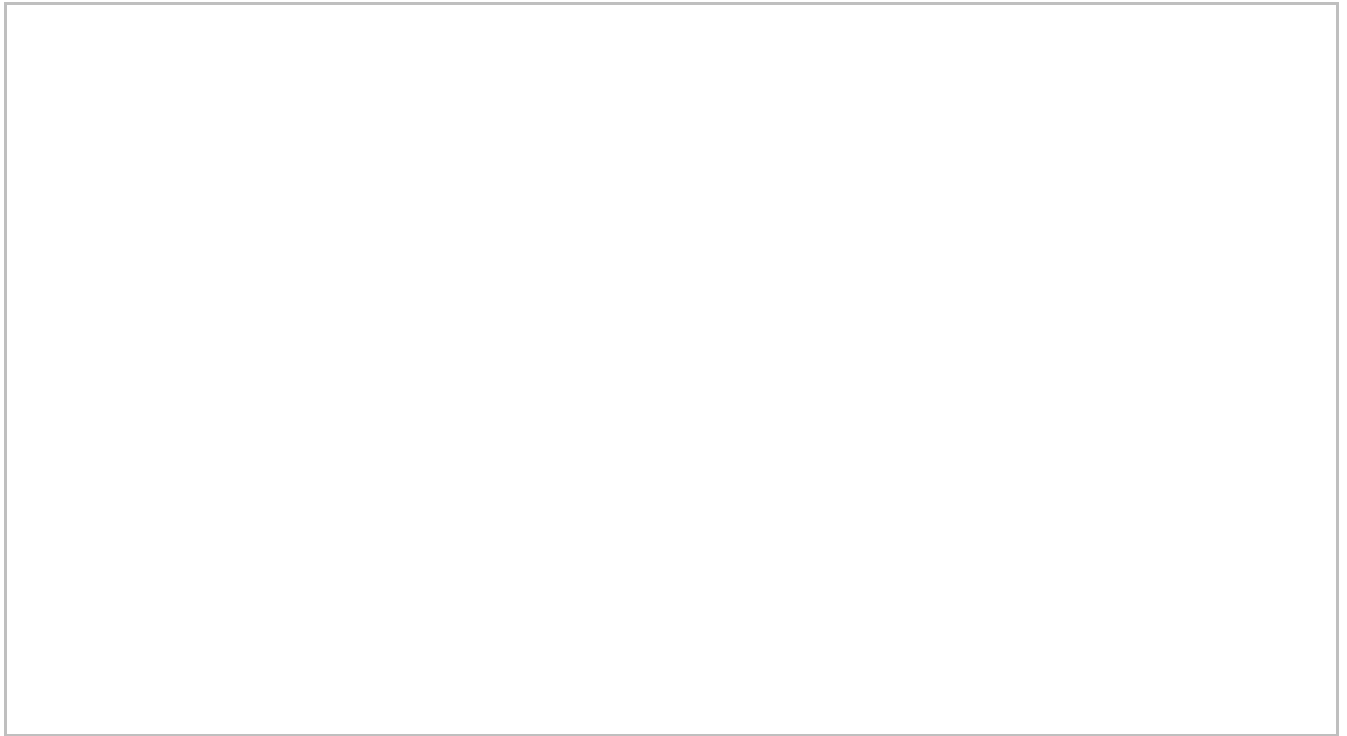


## 8. MARKETING STRATEGY

### 8.1 BUYER'S BUYING CYCLE



### 8.2 UNIQUE SELLING PROPOSITION (USP)



8.3 MARKETING MIX – 4Ps

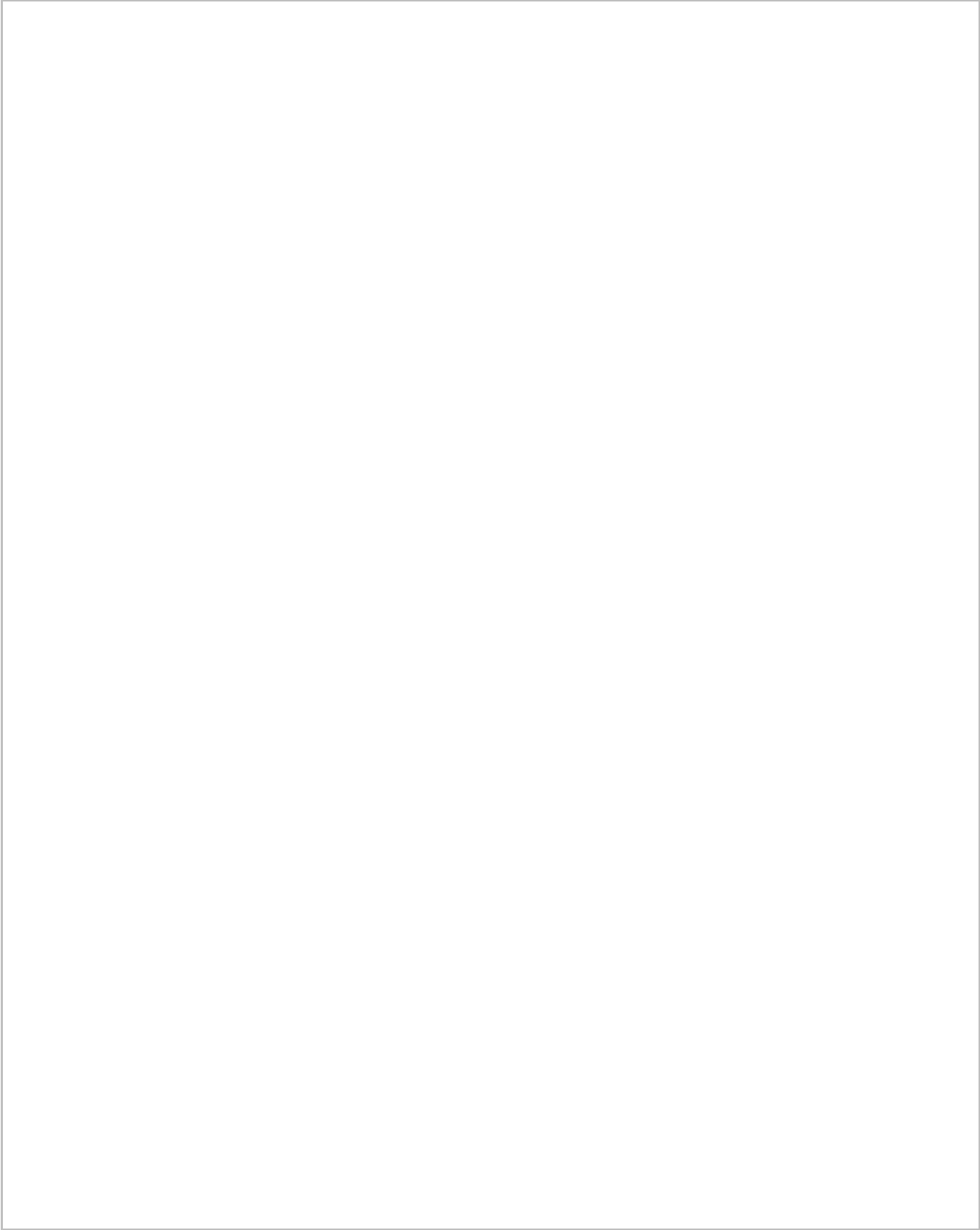
8.3.1 *PRODUCT*

8.3.2 *PRICE*

8.3.3 *PLACE*

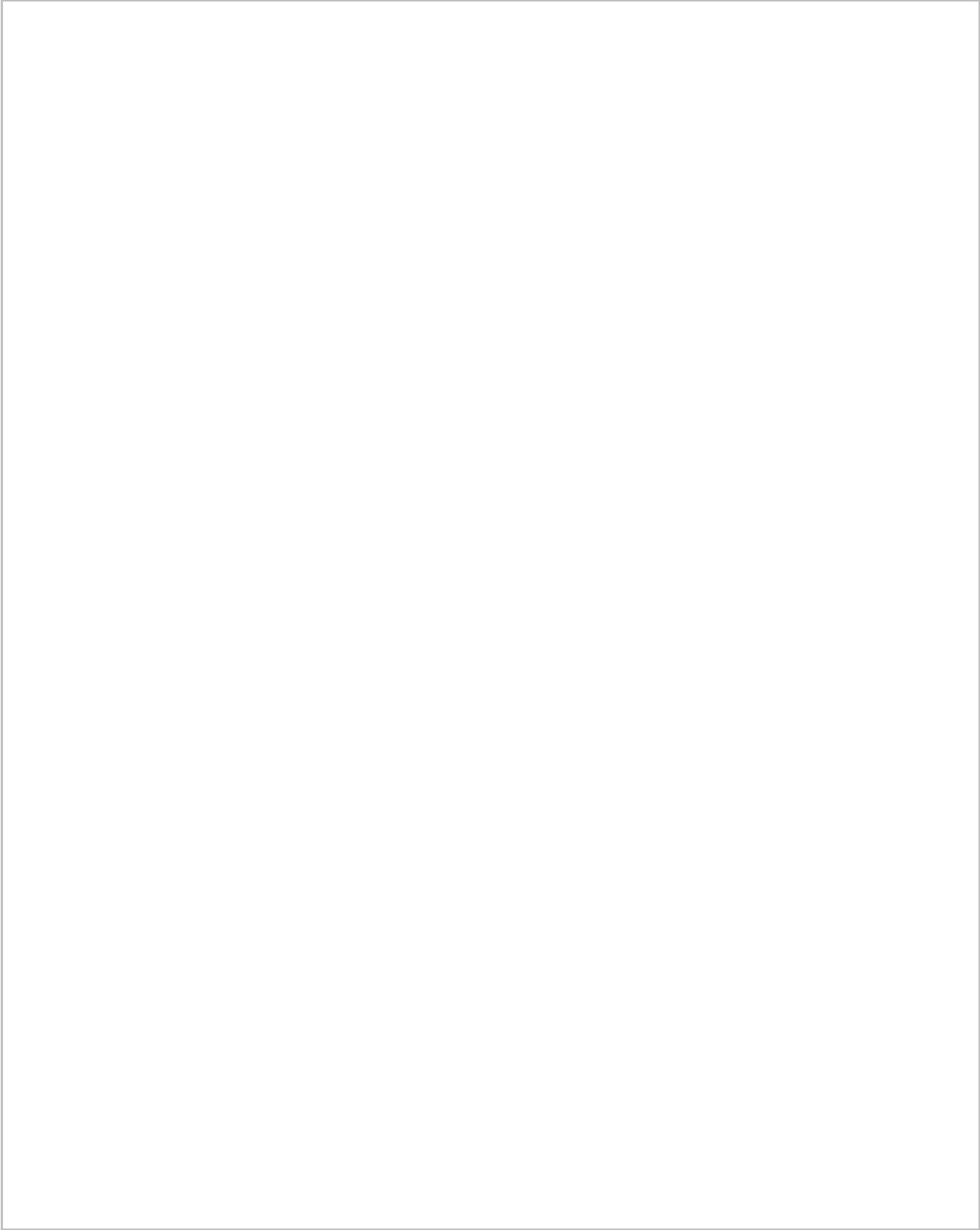
8.3.4 *PROMOTION*

8.4 MARKETING CHANNELS





8.5 BUDGET

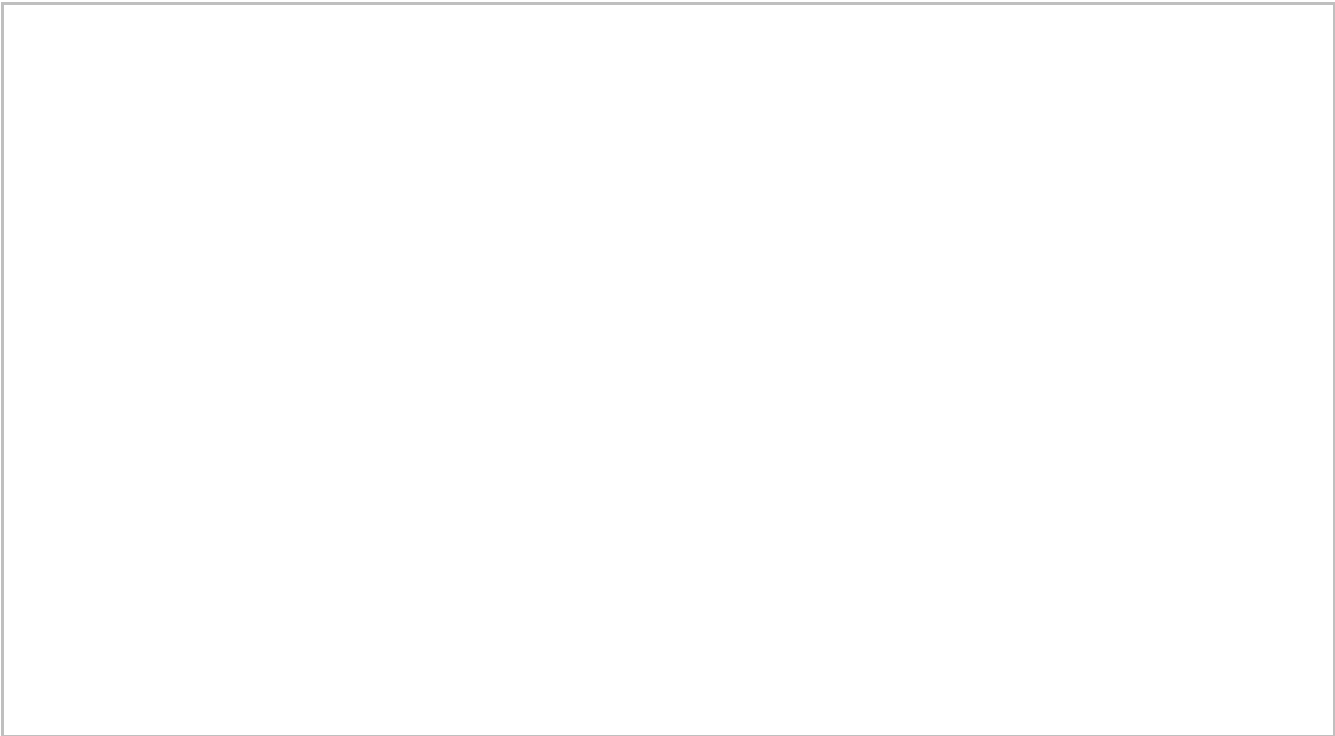


9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



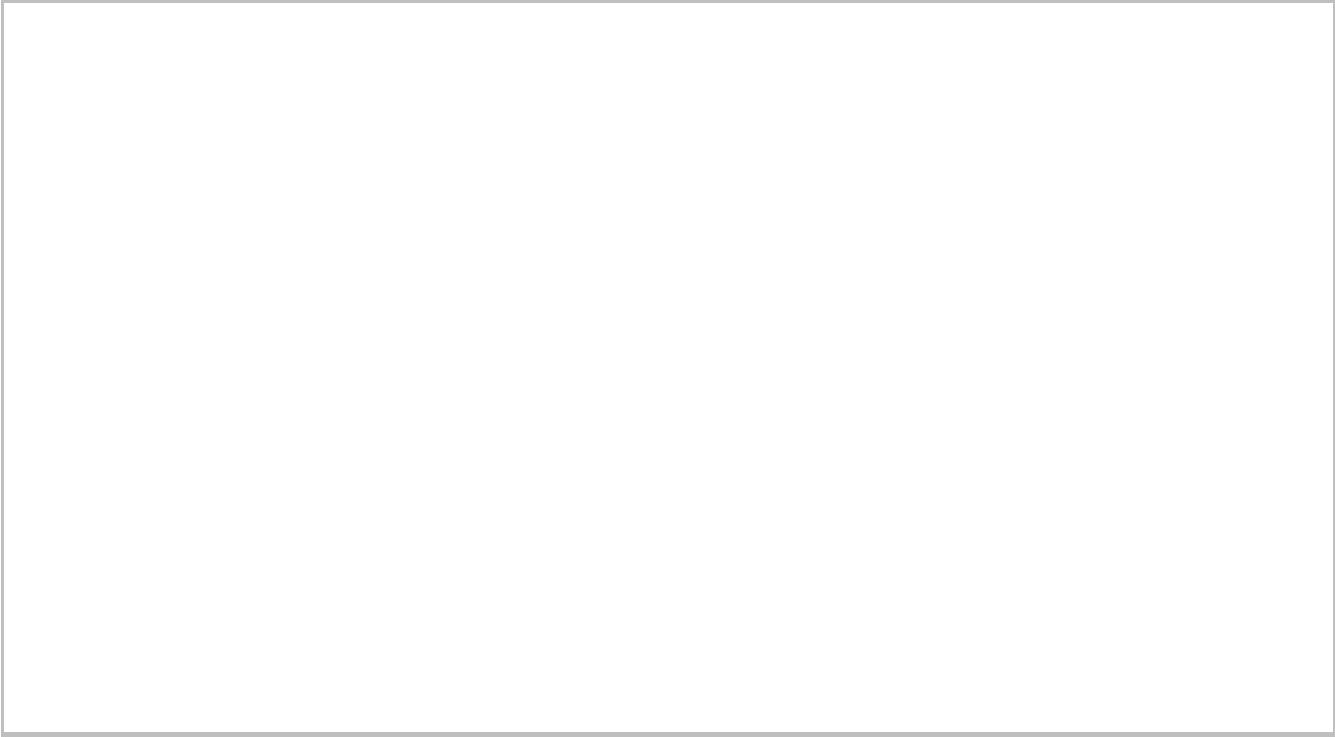
9.2 BENCHMARKS



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

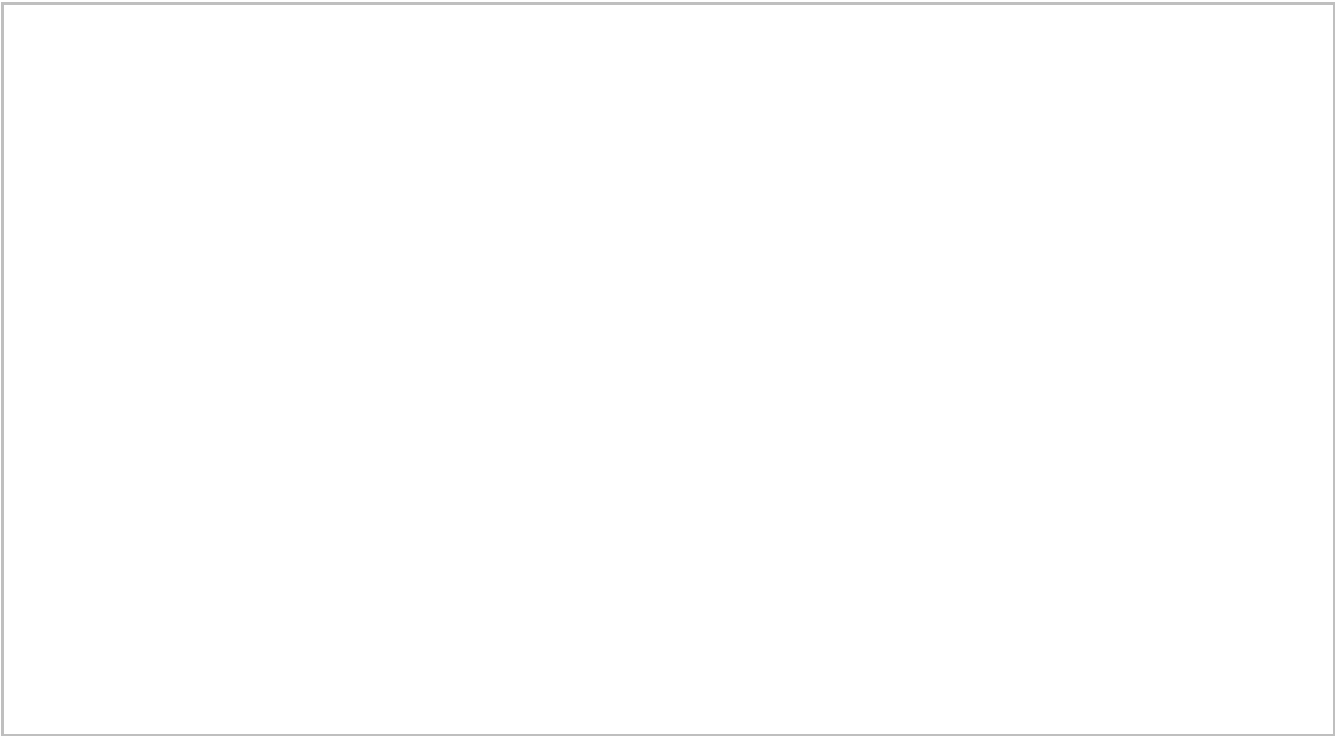


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAK-EVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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10.3.2 CASH-FLOW PROJECTION

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10.3.3 BALANCE SHEET

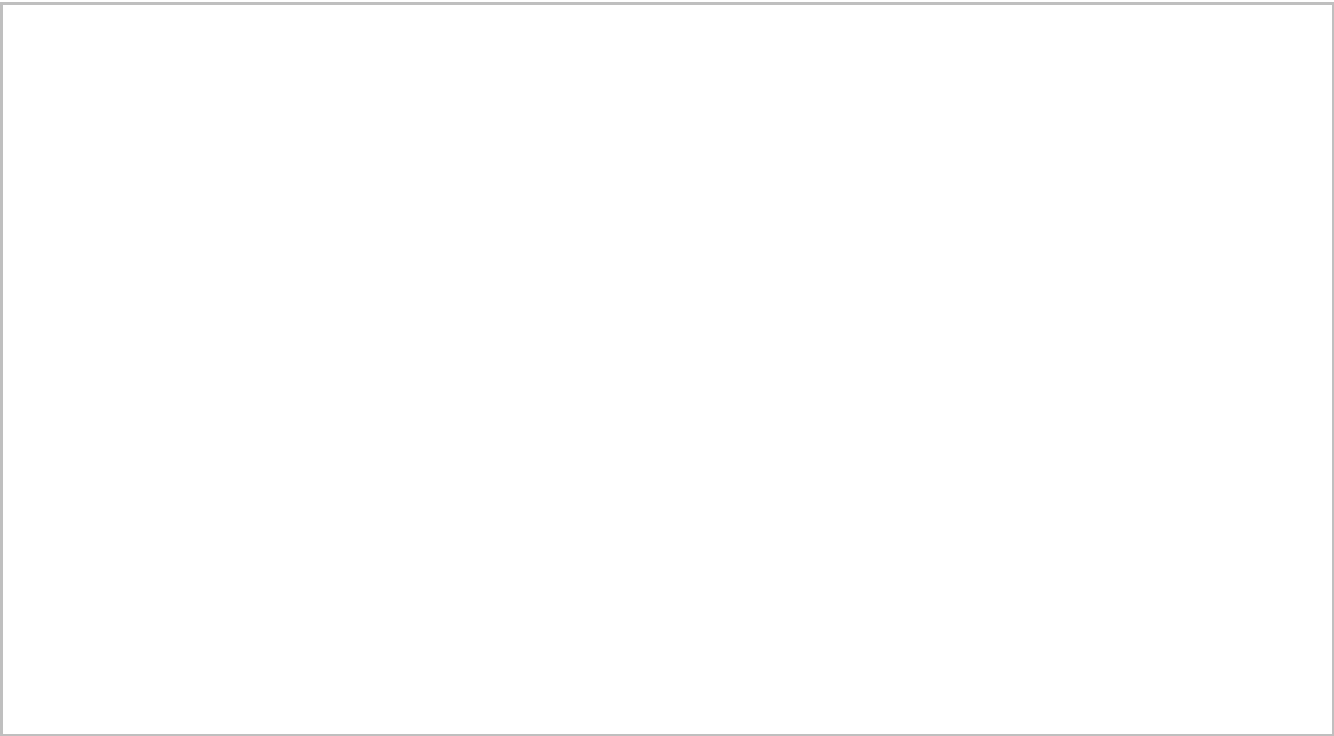
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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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