RECIPE FOR A WELL-ROUNDED BUSINESS PLAN

1 DETAILED BUSINESS DESCRIPTION
Answer the following to create your description:
- What types of services will you offer?
- Who are your customers?
- Who is your leadership team?
- What are your planned costs?

VIZITIP #1
Our data from millions of users shows your TEAM and SERVICES are the most important criteria to website visitors. Start thinking about your origin story through this process.

2 MARKET POTENTIAL & LOCATION ANALYSIS
Who is your competition?
Outline your competitive landscape, detail your local market, and describe your potential customer base.

VIZITIP #2
Understanding your competitive landscape can be difficult. An experienced agency can help identify key information about your market and how your marketing plan should adapt.

3 SALES & MARKETING STRATEGY
Describe your traditional & digital approaches to attract, engage, and convert your audience.
Examples of a Digital Approach:
- Search Engine Optimization
- Social Media
- Pay-per-click

VIZITIP #3
Any good marketing agency will want to know more about you AND your customers to create the best marketing strategy for your business, including an optimized digital approach.

4 FUNDS REQUEST & FINANCIAL PROJECTIONS
Estimate your initial capital and operating costs to define the amount you’ll need financed.
Expenses may include:
- Inventory/Technology
- Marketing
- Employee Benefits

Then, with your market/location analysis, create short & long term projections.

VIZITIP #4
A breakdown of total projected revenue and estimated revenue per customer is instrumental in justifying ROI when investing in new products or services - such as marketing - for your business.