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.