

#### 4.1 Industry Analysis

The global outdoor advertising market is expected to reach almost \$308 billion by 2020. Advertising budget cuts carried out due to the economic recession are expected to ease as the economy begins to recover. Outdoor advertising is expected to grow at a faster rate than other market segments, such as print and broadcast media. Transit outdoor advertising revenue is forecast to record the fastest yearly growth rate of more than 9% between 2014 and 2017.

The global social media marketing industry is showing signs of strong growth across the BRIC nations (Brazil, India, Russia and China), reports BRICDATA. Many companies are deploying social media marketing strategies and dedicating more funds to marketing budgets. Market growth is driven by advantages that social media marketing affords companies, such as access to a large audience and a method of gathering key information to research motivation for making purchases.

With almost 6 billion mobiles worldwide, and 2 billion internet users, the mobile channel for advertising and marketing represents a sector with vast potential. Berg Insight estimates the world mobile marketing and advertising sector exceeded \$22.6 billion in 2010. The market is expected to record almost 37% yearly growth between 2010 and 2016 to exceed \$37 billion, or just over 15% of the global digital advertising industry. Mobile advertising is expected to represent almost 4% of the world's advertising spending on media overall. Analysts forecast the Global Digital Marketing market will grow at a CAGR of 15.22 percent over the period 2013-2018

The US advertising market generated close to \$65.26 billion in 2018. Market growth rose at a yearly rate of almost 3.5% between 2012 and 2017 to reach \$44 billion.

The Digital Advertising Agencies industry has enjoyed impressive growth as a result of an improving economy and new trends in online media. As internet traffic volume increases over the next five years, more companies will seek to target consumers through online media. Therefore, industry revenue is expected to grow as more businesses seek the expertise of digital advertising agencies to develop marketing materials.

The geographic spread of the industry largely follows regions with the greatest business activity. In this case, industry establishments are primarily located in the Southeast, Mid-Atlantic and West regions. Industry revenue, however, more closely correlates with where larger multinationals are headquartered, such as the Mid-Atlantic, Great Lakes and West regions.

Although the Southeast accounts for the largest proportion of industry establishments, businesses located within the region are smaller than competitors established in the Mid-Atlantic. For instance, New York commands a significant proportion of industry establishments and revenue due to a large number of advertising multinationals headquartered in the region.

## 4.2 Customer Profile

average client(s) are identified in two segments, Small to Medium-sized businesses and Independent Entrepreneurs:

Small to Medium sized businesses – are entities that rely on customer response in order to assess which course of action to turn customer interest into sales. They will call upon digital marketing agencies to analyze customer response and devise strategies to attract a larger client base.

Characteristics of companies are:

- Annual gross revenue exceeding \$250,000.
- Has a website that they want to increase visibility and traffic.
- Maintains an audience reach over 1,500,000.

Independent Entrepreneurs – these are people (generally men and women between the ages of 18-50) that maintain websites for audience amusement or small business start-up. They seek out cost effective marketing assistance to attract more views to their website. Characteristics of these individuals are:

- Annual household income exceeding \$50,000.
- Between the ages of 18 and 50
- Has an audience reach over 500,000.
- Utilizes 45mbps or more in internet business services packages.

## 4.5 S.W.O.T. Analysis

Strengths	<ul style="list-style-type: none"><li>• Client-centric solutions.</li><li>• Establishes a growing presence in SM channels.</li><li>• Services a wide range of industries.</li><li>• B2B customers networking can help gain B2C audience.</li><li>• Can focus on quality content over quantity.</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• Lack of a reputation in comparison to our competitors. This is because we are new on the market. However, this shall be addressed as shown in the marketing section of this plan.</li><li>• A limited financial base compared to the major players in the industry.</li><li>• Lack of clear strategic allies.</li></ul>
Opportunities	<ul style="list-style-type: none"><li>• Target niche markets and audience.</li><li>• Inter-connect all social channels to form closed groups.</li><li>• Create viral content on most social portals.</li></ul>

## Threats

- Dominating presence of competitors
- Time consuming campaigns
- Brand impersonalization.

### 5.1 Marketing Objectives

The objectives of our marketing strategy will emphasize focus. We are a relatively new company on the market and hence must focus on establishing a foothold in our segment of the online marketing and advertising. Initially the business will focus on the local market, expanding into the regional market as time progresses, and as we gain the necessary experience. Therefore, the initial aim will be to instill awareness and confidence in our products and services. In order to achieve its goal of becoming the premiere service provider in reference to marketing and ad design, [REDACTED] intends to adopt the following strategies:

1. Establish [REDACTED] reputation as a differentiated, key player in the digital services sector. This will be accomplished through a diverse marketing communications program directed at small to medium sized businesses seeking to attract customers to their online platforms. Another method to attain this goal is utilizing various media as well as the establishment of strategic allies.
2. Provide unparalleled customer service in the local and international communities in order to gain repeat business and build trust. This will include providing superior service in all phases of the transaction, including timely follow-through.
3. Aggressively promote the brand name of [REDACTED] with those inside our target industry.
4. We intend to build image and awareness through consistency and distinctiveness in our service provision.

### 5.3 Risk Assessment

#### Development Risk –Moderate

[REDACTED] is currently developing brand and establishing its influence in its market. The general public must like and enjoy these services, and as a result the business's revenue is based almost solely on Management's ability to attract customers with improved services.

#### Financing Risk –High

The Company will require significant financing to establish its business and corresponding list of services. Management does not anticipate that it will generate heavy revenue in the first year of operations..

#### Marketing Risk –Moderate

The Company plans to do their own marketing and self-promotion to engage and sell all of the Company's services. The costs expected with selling services are extremely large, and [REDACTED] may not find clients that need what the company offers.

**Management Risk – Low**

The Company's owner is experienced, educated, and knowledgeable regarding all aspects of the Company's operations. The owner is fully committed to working towards the success of the Company. Additionally, the Company will maintain a "key employee" life insurance policy for each owner. This will ensure that in the event of death or incapacitation, the Company can successfully continue to run its business operations. There are several regulatory and legal considerations that must be dealt with in order for the Company to move forward with its normal business operations.

**Valuation Risk –Moderate**

The risk that an investor or banker pays too much for the venture can be offset by:

- Operations capital will be in liquid, licensable intellectual property.
- A stream of income from intellectual property sold to third-party vendors on a monthly basis.

**Exit Risk - Low**

There is a great demand for marketing services and the management feels that the full sale of all Company assets could occur within one year of marketing the Company for sale