

DASHBOARD

3 min ago

Dashboard

30%



| Evolution | Metric | Actual vs Target | Actual | Target | Products positioning |
|-----------|--------|------------------|--------|--------|----------------------|
|-----------|--------|------------------|--------|--------|----------------------|

| | | | | | |
|---------|--|--|--------|--------|--|
| Revenue | | | \$3.4M | 82.0% | |
| Profit | | | \$1.2M | 108.7% | |

DIGITAL MARKETING AGENCY BUSINESS PLAN



Video



Mobile

DIGITAL MARKETING

PRIMER SYSTEMS AGENCY
Authored by: DonJohn





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EXECUTIVE SUMMARY

Grand Media Services is a Nigerian-based full-service digital marketing agency founded by two experienced professionals with a combined 14 years in the industry. Our agency is uniquely positioned to transform the online marketing landscape by empowering startups and SMEs to acquire new customers and achieve sustainable growth through strategic digital marketing solutions.

Our primary goal is to provide businesses of all sizes with the expertise and tools they need to leverage digital technologies and achieve their marketing objectives. We are committed to helping businesses, particularly SMEs, overcome common marketing challenges and achieve significant growth using cost-effective online marketing strategies.

To achieve our goals, Grand Media Services offers a comprehensive suite of digital marketing services, including:

- Web Design and Development
- Social Media Marketing
- Pay Per Click Advertising
- Ecommerce Solutions
- Mobile Marketing
- Email Marketing
- Local Directory Listing
- Search Engine Optimization
- Copywriting



We believe in starting small and scaling organically, utilizing bootstrapping strategies to fuel our growth. Our vision is to establish a multi-location agency with branches across Nigeria's major sub-regions, providing local businesses with tailored and effective digital marketing solutions.

Our approach is founded on the principle of experiential marketing. We will utilize our own journey as a testament to the power of digital marketing, demonstrating to our clients the tangible results that can be achieved through strategic online marketing campaigns.

To ensure we provide the highest quality services, we are committed to continuous training and development for our team. Our staff will stay abreast of the latest industry trends, technologies, and strategies to deliver cutting-edge digital marketing solutions to our clients.

A thorough market analysis and feasibility study confirmed the high growth potential of the digital marketing industry in Nigeria. Businesses are increasingly recognizing the power of online marketing to reach new customers, expand their market reach, and drive sales.

Our experienced marketing and sales team has projected the following revenue growth for Grand Media Services:

- Year 1: N10,000,000
- Year 2: N15,000,000
- Year 3: N40,000,000

These projections are based on industry benchmarks, assuming favorable economic conditions. However, actual revenue may vary depending on market conditions and execution of our business plan.

Our comprehensive marketing and publicity strategy includes:



- Targeted outreach to potential clients through personalized letters and email campaigns
- Advertising in relevant business publications, online platforms, and broadcast media
- Listing our services on local directories and online business listings
- Active participation in industry events, seminars, and business fairs
- Tailored service packages to suit the needs and budgets of diverse clients
- Leveraging online platforms to promote our services
- Direct marketing initiatives
- Encouraging word-of-mouth marketing from satisfied clients

We are confident that our strategic approach, combined with our team's expertise and passion for digital marketing, will enable Grand Media Services to become a leading force in the Nigerian digital marketing landscape. We are committed to helping businesses of all sizes thrive in the digital era, empowering them to achieve their online marketing goals and achieve sustainable growth.



COMPANY OVERVIEW

2.1 Company History

Grand Media Services (GMS) is a full-service digital marketing agency based in Lagos, Nigeria. Founded by two experienced professionals with a combined 14 years of expertise in the industry, GMS is dedicated to providing startups and SMEs with comprehensive and results-oriented digital marketing solutions that drive customer acquisition, enhance brand awareness, and accelerate business growth.

Our mission is to transform the online marketing landscape by empowering businesses of all sizes to achieve their online marketing goals and unlock sustainable growth through strategic digital solutions. We are committed to delivering exceptional value to our clients by providing personalized attention, tailored solutions, and a strong focus on measurable results.

We are driven by a team of passionate and experienced digital marketing professionals who stay abreast of the latest industry trends, technologies, and strategies. This is achieved through commitment along with continuous learning and development. We ensure that our team possesses the skills and expertise to deliver cutting-edge digital marketing solutions that align with our clients' specific business objectives.

2.2 Mission Statement

Our mission is to empower businesses of all sizes to achieve their marketing and sales goals through strategic digital solutions that enhance brand awareness, drive customer acquisition, and accelerate business expansion.

2.3 Vision Statement

Our Vision is to become the premier digital marketing agency in Nigeria, recognized for delivering exceptional results, fostering client success, and setting the benchmark for excellence in the industry.



2.4 Company Values

- **Innovation:**

Embracing creativity and continuously exploring new digital marketing strategies to stay ahead of the curve.

- **Integrity:**

Upholding the highest ethical standards in business practices and client relationships.

- **Results Oriented:**

Delivering measurable results that align with clients' specific business objectives.

- **Client Focus:**

Valuing clients' success, prioritizing their needs, and providing personalized attention and tailored solutions.

- **Teamwork:**

Fostering a collaborative and supportive work environment, leveraging the collective expertise of the team to achieve exceptional outcomes.

2.5 Company Services

Grand Media Services offers a comprehensive suite of digital marketing services tailored to the specific needs of startups and SMEs. Our core services include:

- **Web Design and Development:** Creating engaging and user-friendly websites that optimize brand presence and drive conversions.
- **Social Media Marketing:** Developing and executing effective social media strategies to enhance brand awareness, engage customers, and foster community growth.



- **Pay Per Click (PPC) Advertising:** Managing targeted PPC campaigns to generate high-quality leads and maximize return on investment (ROI).
- **Ecommerce Solutions:** Assisting businesses in establishing and managing successful online storefronts to reach a wider audience and boost sales.
- **Mobile Marketing:** Crafting effective mobile marketing strategies to reach customers on their preferred devices and enhance brand engagement.
- **Email Marketing:** Developing and implementing targeted email marketing campaigns to nurture leads, drive customer loyalty, and promote sales.
- **Local Directory Listing:** Optimizing local directory listings to improve search engine visibility and attract local customers.
- **Search Engine Optimization (SEO):** Implementing comprehensive SEO strategies to improve website ranking, organic traffic, and search visibility.
- **Copywriting:** Providing professional copywriting services to create compelling content that engages audiences and drives conversions.



Grow Your Business with Primer Systems: Your Access to Digital Success

In today's digital world, online visibility is no longer a luxury but a necessity for businesses of all sizes.

At Primer Systems, we employ the transformative power of digital marketing to equip you with the tools and expertise needed to harness its potential for your business success.

Our only mission is to help you start, grow and succeed in your business.

We are your one-stop destination for web design and digital marketing solutions in Abuja, Nigeria.

Our Proven Strategy for Success:

Our approach to digital marketing is simple yet effective, tailored to meet the specific needs of each client:

1. **Establish an Online Presence:** We create a well-designed and optimized website that serves as your digital storefront, providing online visibility and establishing a strong brand identity.



2. **Dominate Search Engine Rankings:** We employ search engine optimization (SEO) techniques to ensure your website ranks prominently on Google's first result page for relevant keywords, driving organic traffic and increasing brand visibility.
3. **Accelerate Growth with Pay Per Click Advertising:** We complement our SEO efforts with targeted Google Ads campaigns, bringing you immediate results and accelerating your business growth.
4. **Nurture Customer Relationships:** We leverage email marketing to keep your customers engaged and satisfied, fostering long-lasting relationships and encouraging repeat business.
5. **Streamline Operations:** We implement management and inventory software at your office, empowering you to manage your business efficiently and effectively.
6. **Empower Your Team:** We provide comprehensive training to your staff, equipping them with the skills to manage your digital marketing efforts in-house.
7. **Accessible Education:** We offer affordable and practical online and on-site courses in digital marketing, empowering entrepreneurs to launch and grow their businesses with confidence.
8. **Free Resources for Success:** We provide free resources to help aspiring entrepreneurs get started, ensuring they have the knowledge and tools to navigate the digital landscape.



Unleash Your Business Potential

Partner with Primer Systems and embark on a journey of digital transformation. Contact us today to discuss how we can tailor our services to meet your specific needs and propel your business to new heights of success.

More Growth Resources:

1. Learn how to start and grow your business with our [web design & Digital marketing online courses](#)
2. Download our [ready-made business plans](#) and increase your chances of success
3. Download our [ready-made business operating documents](#) to help you manage your business effectively
4. Download our [website templates](#) to setup your full business website in minutes