

Marketing Consulting Business Plan

MarketCamp

Executive Summary

MarketCamp is a Mexico City based start-up business that provides local businesses with world-class qualified traffic generation and lead closures for Internet businesses. MarketCamp will offer a wide range of services including: detailed research, internet targeting, mini-site development, search engine submissions, and statistical reporting.

1.1 Objectives

The following are the objectives for the company:

- To be self sufficient within three months.
- Healthy sales in Year 1, steadily growing in Year 2 and Year 3.

1.2 Mission

MarketCamp will provide full-service Internet marketing campaigns, focusing directly on keyword combination search results, targeted advertising and mini-sites that deliver an offer in a clean, statistically monitored environment.

1.3 Keys to Success

1. Keeping existing clients to develop repeat business.
2. Clients must make money, and know it.
3. Start with easily-demonstratable simple module, and build up from there.

Strategy and Implementation Summary

We will obtain our first clients through word-of-mouth from the board of directors and board of advisors as well as the previous connections of Paul Berry's freelance business. Each mini-site will contain a small "powered by MarketCamp" logo which will lead to information about us. Because of the quality of our work, and the desirability of our expertise, we expect to add a number of clients in the near future.

2.1 Competitive Edge

The strongest competitive edge that MarketCamp has is our expertise in a very complicated field. Obtaining high click-through and top placement in search engines is a fine art that our founder has tremendous, world-class experience in. Because Mexico is somewhere between three and five years behind the American Internet, the expertise of the founder has huge leverage. We will essentially be the first to market this service in Mexico City, and we will be years ahead of competitors.

2.2 Sales Strategy

The beauty of this business is in the subscription model and the commissions based earnings. Once we sign a client, most will stay for a long period of time, possibly for the lifetime of the business. We feel 30% to 60% growth rates are very modest, therefore we could potentially sign many clients more quickly.

2.3 Sales Forecast

We expect that a 30% to 60% growth rate throughout the first year is very modest. If we find more clients signing up we can scale the team quickly to reach those expectations. The back-end of the business will be built by the founder and a network of top programmers

Management Summary

Paul Berry will be president, responsible for decisions on all hires and expenses. Paul will also do the work behind the scenes, structuring a system that will enable other future employees to scale the business as clients are added.

Carlos Silva will be an initial investor, possibly also a co-founder and part of the board of directors.

Gabriela Lopez will be one of the first employees, contracted part-time for her expertise in design and knowledge of the Web.

Raul Garcia will be another of the first employees, contracted part-time for his expertise as a sales person and junior executive in Mexico City.

Sales Forecast

	Year 1	Year 2	Year 3
Sales			
Monthly Revenue	\$210,550	\$290,000	\$410,000
Commission Sales	\$86,760	\$130,000	\$200,000
Total Sales	\$297,310	\$420,000	\$610,000
Direct Cost of Sales	Year 1	Year 2	Year 3
Monthly Revenue	\$39,831	\$54,860	\$77,561
Commission Sales	\$17,352	\$26,000	\$40,000
Subtotal Direct Cost of Sales	\$57,183	\$80,860	\$117,561

Questions:

1. Who do you think are the main features that highlight your business?
2. Why should we invest in your business?
3. What do you think are the advantages over your competitors?