



# BUSINESS REPORT

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Business Reference: **36725**

About the Business:

## An Agency specialising in Digital Marketing for sale

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The business is a digital marketing agency based in Cape Town, South Africa. The agency specializes in a wide array of digital marketing services designed to help businesses grow their online presence, increase brand visibility, and drive revenue

# An Agency specialising in Digital Marketing for sale



Sector: **Services**

Asking Price:

R **4,300,000**

Monthly Profit:

R **165,754**

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R **1,989,045**



# Business Report

## Fully describe the business's activities?

The business is a digital marketing agency based in Cape Town, South Africa. The agency specializes in a wide array of digital marketing services designed to help businesses grow their online presence, increase brand visibility, and drive revenue. Below is a comprehensive description what they offer:

### Google Ads (PPC)

Search Advertising: Creating and managing pay-per-click campaigns on Google Search to drive targeted traffic to clients' websites.

Display Advertising: Designing banner ads and placing them on relevant websites across the Google Display Network to increase brand awareness.

Shopping Ads: Managing Google Shopping campaigns for e-commerce businesses to promote products directly in search results.

Video Ads: Developing and running video ad campaigns on YouTube to engage audiences with compelling visual content.

### SEO (Search Engine Optimization)

On-Page SEO: Optimizing website content, meta tags, and structure to improve search engine rankings.

Off-Page SEO: Building backlinks and improving the website's authority through external optimization strategies.

Technical SEO: Ensuring the website is technically sound and free from issues that could hinder search engine crawling and indexing.

Local SEO: Optimizing for local search results to help businesses appear in geographically relevant searches.

### Social Media Marketing

Content Creation: Crafting engaging content tailored to each social media platform.

Social Media Management: Managing and monitoring clients' social media profiles, including posting content, engaging with followers, and analyzing performance.

Paid Social Advertising: Running targeted ad campaigns on platforms like Facebook, Instagram, LinkedIn, and Twitter to reach a broader audience.

### Content Marketing

Content Strategy: Developing content plans that align with clients' business goals and target audience interests.

Content Creation: Writing blog posts, articles, whitepapers, and other forms of content that educate, inform, and engage the audience.

Content Distribution: Sharing content across various channels to maximize reach and impact.

### Web Design and Development

Website Design: Creating visually appealing and user-friendly website designs that align with the brand's identity.

Website Development: Building responsive and functional websites using the latest web technologies.

E-commerce Solutions: Developing online stores that provide seamless shopping experiences for customers.

### Analytics and Reporting

Data Analysis: Analyzing website and campaign performance data to derive actionable insights.

Reporting: Providing detailed reports that highlight key metrics, performance trends, and ROI.

### Industry Focus

They work with a diverse range of industries, including but not limited to:

E-commerce

Finance

Healthcare

Real Estate

Technology

Retail

and more.

### Approach

The agency emphasizes a results-driven approach, utilizing data and analytics to inform strategies and optimize campaigns continuously. They aim to build long-term partnerships with their clients by delivering measurable results and demonstrating a clear return on investment (ROI).

### Additional Services

Consulting: Offering expert advice and guidance on digital marketing strategies and best practices.

Training: Providing training sessions and workshops to help clients understand and leverage digital marketing tools and techniques.

## How does the business operate on a daily basis?

They operate daily by providing a range of digital marketing services aimed at enhancing clients' online presence and driving business growth. Here's a detailed overview of their daily operations:

### Client Engagement and Communication:

Regular meetings and consultations with clients to understand their needs and objectives.

Continuous communication to provide updates, gather feedback, and ensure alignment with client goals.

### Strategic Planning:

Developing customized digital marketing strategies tailored to each client's business goals.

Conducting market research and competitive analysis to inform strategic decisions.

### Service Execution:

SEO (Search Engine Optimization): Implementing on-page and off-page SEO tactics to improve website visibility and search engine rankings.

PPC (Pay-Per-Click): Managing PPC campaigns on platforms like Google Ads and social media to drive targeted traffic and generate leads.

Social Media Marketing: Creating and scheduling engaging content across various social media platforms to build brand awareness and community engagement.

Content Marketing: Developing and distributing valuable content, such as blog posts, articles to attract and retain a clearly defined audience.

Website Development and Design: Designing and maintaining user-friendly, responsive websites that align with client branding and marketing goals.

### Performance Monitoring and Reporting:

Utilizing analytics tools to track the performance of marketing campaigns.

Generating detailed reports to measure key performance indicators (KPIs) and assess the effectiveness of strategies.

Regularly reviewing campaign performance and making data-driven adjustments to optimize results.

### Collaboration and Teamwork:

Coordinating with a team of digital marketing experts, including SEO specialists, content creators, social media managers, and developers.

Ensuring seamless collaboration to deliver cohesive and comprehensive marketing solutions.

### Continuous Improvement:

Staying updated with the latest digital marketing trends, tools, and best practices.

Attending training sessions, webinars, and industry events to enhance skills and knowledge.

Their commitment to personalized service, strategic planning, and performance optimization ensures that they effectively support their clients' digital marketing efforts on a daily basis.

## What Advertising/Marketing is carried out?

SEO  
Google Ads campaigning  
Google My Business  
Adding review to our Clutch profile

## What competition exists?

Yes indeed - to be disclosed with serious buyers.

## How could the profitability of the business be improved?

To drive more revenue and sales, we plan to hire a dedicated business developer to increase sales, allocate more budget to Google Ads for lead generation, and manage capacity by growing the team to handle the additional client work

## Give a breakdown of staff/ functions/ length of service?

Project Manager: Manages ad hoc web development projects, designs monthly creative for campaigns, and creates content and content calendars.

Project Manager: Oversees client SEO campaigns, handling monthly tasks, client reporting, and attending status meetings.

Owners Man Focus: To ensure we deliver as a team on our campaign performance, close new business and monthly invoicing.

## Do any have management potential?

Yes both.

## How involved is the Owner in running the business?

Involved in daily operations, regularly checking in with the team, and attending status meetings to provide support.

Work a 4-5 hour work day in most cases.

## When does the current lease end?

The team members all work remotely at the moment and an office is not needed.  
Board room time is rented as and when required.

## What are the trading hours?

9am-5pm

## What are the main assets of the business?

All staff work on their own personal computers from home.  
No assets in the business.

## Strengths?

1. They have worked with major JSE-listed South African businesses such as Experian South Africa, Inospace, Altron, Respiratory Care Africa, and Woodford Car Hire, among others, which has significantly enhanced our business credibility.
2. As a small, agile team, we make decisions collectively and have quick turnaround times, allowing us to deliver efficient and high-quality services.
3. They have established themselves as a reputable and recognized brand in the market.
4. Being an agile business, they are able to operate internationally and invoice clients in any currency ranging from USA Dollar to Euros and British Pounds.

## Weaknesses?

1. As the owner, his strength lies not in staff management, which has limited the business from reaching its full potential.
2. Our capacity is constrained by a lack of staffing resources, which is a barrier to growth.

## Opportunities?

1. Increase investment in marketing resources to enhance lead generation through platforms like Google Ads and a Sponsored Clutch profile.
2. Recruit a dedicated business development manager to boost sales efforts.
3. Appoint a General Manager (GM) or Managing Director (MD) to spearhead business growth.
4. Implement robust HR policies and foster a transparent company culture to enhance staff satisfaction.
5. Expand operations easily into the UK and USA.

## Threats?

1. The digital marketing agency operates in a volatile industry.
2. The industry has low barriers to entry, making it easy for competitors to enter.

## What is the reason for the sale?

The main reason for selling the business is that the owner has been in the digital marketing agency environment for more than 17 years.

He now wants to focus on new projects and just doesn't have the energy and fire to drive the business growth further.