

# MARKETING AGENCY GROWTH CHART



DESCRIPTION / MONTHLY REVENUE	\$0-\$10K / MONTH	\$10-\$30K / MONTH	\$30-\$100K / MONTH	\$100-\$500K / MONTH
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	\$0-\$10K / MONTH	\$10-\$30K / MONTH	\$30-\$100K / MONTH	\$100-\$500K / MONTH
ROLE OF FOUNDER	Player	Player (Burnout stage if you don't get help) Player Recruitment Player Coach Coach recruitment needs to start	Player Player Recruitment Player Coach Coach Recruitment Coach's Coach Oversee SOP's & keep updated	Coach's Coach Coach Recruitment Coach Training
TYPE OF EMPLOYEES & VA'S	Part time employee (Delivery) Virtual assistant (LG / Delivery) Outsourcer (Delivery)	Full time employee (Delivery) Part-time employee (LG/ Delivery) Virtual assistant (LG / Delivery) Outsourcers (Delivery) Bookkeeper (Part-time)	Full time employees (Marketing, Sales, Delivery) Virtual assistant (LG / Delivery) Outsourcers (Delivery) Bookkeeper (Part-time)	Full time managers (Marketing, Sales, Delivery) Full time employees (Marketing, Sales, Delivery) Virtual assistant (LG / Delivery) Outsourcers (Delivery) General / Ops Manager Bookkeeper / Finance (Full-time)
TYPES OF CLIENTS AT THIS STAGE	Usually a mix of clients as revenue growth is sole focus What ever problem your prospect has you figure out how to solve it. You are learning how to solve a variety of proplems for a variety of customers	Working on ways of bringing in more clients like your top 1 or 2 clients Start to simplify business around productzed service designed for ideal type of clients Start to transition from taking on whatever work you can get to figuring out how to bring in the type of clients you want, and can provide your productzed service for. Understand their problems & business and would like to attract more like them.	More of the business becomes ideal clients You've productzed the perfect service for them It solves their problem perfectly and seems like a custom solution You still take on referrals and clients that come in but your marketing focus is on your ideal clients. You are clear on the type of clients you want & don't want	Ideal prospects are aware of your business & want to work with you Companies will pay a premium to work with you & you can raise your rates for existing clients. You can start to broaden your customer avatar as you have a proven track record of delivering results.
PROCESSES	Founder is doing manual marketing Networking & leveraging family & friends Asking for referrals Focused on having conversation with business owners and identifying their marketing challenges	Founder is doing manual marketing Networking & leveraging family & friends Asking for referrals Working on ways of bringing in more clients like their top 1 or 2 clients Testing a variety of ways to interact with ideal prospects, and grab their attention.	Founder / employee working on marketing Creating content for cold traffic Creating content for warm traffic Working on marketing as a system to move prospects through Clear on the type of clients they want & don't want The company can clearly communicate who they help & the problems they help them solve. This can be done, one one one, or via on demand (blog, pod cast, video, social post)	Functional Leader for Marketing / Lead Gen Employees working on marketing Using a variety of channels to drive leads (Free, Paid & Joint Venture) The company can clearly communicate who they help & the problems they help them solve. This can be done, one one one, or via on demand (blog, pod cast, video, social post) Nurturing leads & warming them up in the marketing function.
MARKETING / LEAD GEN				

## SALES

Founder is doing manual sales

One-to-one sales

Building rapport on phone / in person

Custom proposals

Custom solutions

Founder is doing manual sales

One-to-one sales

Building rapport on phone / in person

Custom proposals

Custom solutions

Starting to see the need for productized service vs custom solutions

Defined packages to solve defined issues

Founder still involved in sales process but starting to see it needs to be systematized

Still doing one-to-one sales, But more focus is being put on how to pre-frame sales calls so prospect views company as provider of choice.

More attention given to productized service to deliver a specific solution

Less custom proposals or solutions Packages are developed for easier delivery

Functional Leader For Sales

Employees doing one-on-one sales but more focus is being put on how to pre-frame sales calls so prospect views company as provider of choice.

More attention given to productized service to deliver a specific solution

Custom solutions may still be offered but they would be sold at custom pricing

Primary sales will be package based

## DELIVERY

Founder has technical skill

Founder is resourceful and will figure it out

Identify outsourcer / white lable solution

Learning as we go

Founder starts to accept they can't do the technical delivery if they want to continue to scale.

Founder starts to realize that selling custom solutions requires employees with more talent than they can afford.

Identify outsourcer / white lable solution

Develop a roster of qualified providers

Starting to develop experience on what works for ideal clients

Founder is available for strategy but usually transitions out of daily delivery

Company transitions to internal employee overseeing ownership of delivery, can be done in house or by managing a outsourcer or white lable service

Developing a network of dependable VA's or outsource partners

Focusing time and energy and understanding how to deliver the productized service, and defining the delivery requirements to ensure results

As the packages are developed it becomes easier to see what needs to happen for each client each month, and easier for employees to deliver your service

Having a delivery system for productized service prepares you for massive growth from 30-100k

Functional team leader for delivery team

Company transitions to internal employee overseeing ownership of delivery, can be done in house or by managing a outsourcer or white lable service

Developed a network of dependable VA's & outsource partners

Focusing time and energy and understanding how to deliver the productized service in a more efficient manner.

Packages are clearly defined and it is easy for the team to consistently deliver the client results.

Having an effective process to bring in new employees and have them be able to deliver value for existing clients. Nothing is left to chance and there is a clear way of doing things within the business.

## ACCOUNTING / BOOKKEEPING

Usually not a focus

Not 100% clear on number

Done at end of year as after thought

Start to think about bookkeeping

Done loosely

Bookkeeping happens monthly

Better understanding of numbers

Start to think about profitability per client

Books are kept weekly

Business has financial key performance indicators

A full time person is employed in this area

## BIGGEST CHALLENGES AT THIS STAGE

Figure out how to start real conversations with business owners / prospects

Figure out how to build rapport, understand their problems, and convince them you can provide a solution.

Figure out how to deliver solutions based on the problems your clients have.

Figure out lead gen system for ideal clients

Founder must learn to delegate and allow systems to work

Accept employees won't do it as well but they can do it at scale

Slowing down to add the systems to your business so that the business is ready for scale.

Delivery system - so employees or outsourcers can easily deliver the desired result your ideal clients want.

A lead generation system - that brings in a constant flow of the type of clients you want in your business.

An optimal selling strategy that converts prospects into paying clients.

An HR plan to manage the hiring & training of the people that will be added as your business goes from 30-100k

Founder starts to transition from coaching players to coaching managers

Building the right company culture

Hiring and on boarding new employees





## CLIENT ACQUISITION APPROACH

Personal Network

Referrals

Networking

Leveraging personal profile

FB - leverage social nature of FB to add local business owners to your friend network, and try and start conversations

Start working through the stages of your lead generation funnel and creating content.

Communicate Message, capture permission, convert mindset, compel action, collect cash

Referrals

Testimonials

Case Studies

Identify strategy to target ideal prospects and put a marketing message in front of them (Cold email, FB Ads, LinkedIn Outreach, Direct Mail)

Things being to become easier at this point.

Happy clients refer friends

More case studies being developed

Testimonials Continue To Come In

You have a proven system to share with prospects that gives them the confidence to work with you

At this stage the business has a constant flow of leads

Happy clients refer friends

More case studies being developed

Testimonials continue to come In

## BIGGEST DETERMINANT OF GROWTH

Effort & putting in the work

Develop the skills to start conversations, build rapport, and identify problems

Business gets to the point where you run out of time and it hits a ceiling, add a customer lose a customer

Start to build your system to deliver results for your ideal client

We begin to understand we need systems so we can hire people to deliver consistent results

Becomes obvious employees can't come in to a business of chaos and operate

Founder accepting that growth will happen as things go from manual effort to systematized processes.

Delivery is no longer variable - a process is developed and clear. Every client is in a productized service that allows them to get specific clearly defined deliverables.

Systems, training, hiring, and communication become the primary focus of the founder at this stage.

Systems & people coordinated to deliver the results clients want.

Business is delivering on standards set by founder, but rather than being based on exceptional effort they are being delivered through intentional customer experience built into the companies systems.

Internal communication

Keeping a good company culture

Founder moving from coaching players to coaching coaches, and helping them to coach players and develop internal talent.



The guide is based on my experience consulting with dozens of 6, 7, & 8-figure marketing companies.

I have witnessed their company inflection points and helped them successfully transition from stage to stage.

If you are interested in help growing your marketing business, [click here](#) to schedule a 15 minute call with me to see if we are a good fit to work together.



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