

# Checklist For Starting a Digital Marketing Agency

## Market Research

- Identify your niche
- Analyze competitors
- Understand target clients
- Study current market trends
- Define your USP

## Business Setup

- Choose a business structure
- Register your business name
- Obtain necessary business licenses
- Open a business bank account
- Set up accounting systems

## Brand Development

- Design a company logo
- Develop brand guidelines
- Create cards and stationery
- Develop a professional website
- Establish a social media presence

## Technological Infrastructure

- Select CRM software
- Choose project management tools
- Invest in marketing automation tools
- Utilize SEO and analytics tools
- Set up communication platforms

## Team Building

- Hire marketing specialists
- Recruit content creators
- Engage SEO experts
- Hire graphic designers
- Contract freelance professionals

## Service Offerings

- Define service packages
- Set pricing structures
- Create portfolio samples
- Develop case studies
- Offer consultation services

## Marketing and Sales

- Develop a marketing strategy
- Implement content marketing efforts
- Network at industry events
- Utilize LinkedIn for B2B sales
- Offer introductory promotions

## Client Acquisition

- Build client relationships
- Manage client projects effectively
- Maintain ongoing communication
- Measure client satisfaction
- Adapt services to client feedback

## Go-to Resources for Starting a Digital Marketing Agency

### Project Management

- [Asana](#)
- [Monday.com](#)
- [Trello](#)

### SEO and Analytic

- [SEMrush](#)
- [Ahrefs](#)
- [Moz](#)

### Business & Accounting Services

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

### Useful Tools

- [Lean Canvas Generator](#)
- [SWOT Analysis Generator](#)

\*All of the resources are clickable links