

THE AGENCY

Launch Proposal & Operational Blueprint

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1. EXECUTIVE SUMMARY

The Agency is a social-first marketing collective built for businesses that need real online presence. We specialize in Instagram, Facebook, and TikTok—creating content that actually connects with audiences. Our approach is simple: platform-native creativity, authentic engagement, and measurable results. No fluff, no corporate nonsense—just smart social strategy from people who live and breathe these platforms.

2. VISION

The trusted social media partner for brands ready to show up authentically online.

3. MISSION

We work with small businesses and emerging brands who want to grow their social presence.

We create scroll-stopping content and build engaged communities across Instagram, Facebook, and TikTok.

We deliver measurable growth—more followers, better engagement, actual business results.

We operate with transparency, creativity, and hustle—treating every client like a collaboration, not a transaction.

4. POSITIONING STATEMENT

We help small businesses and new brands build authentic social media presence through creative, platform-native content on Instagram, Facebook, and TikTok—delivered by digital natives who actually get it.

5. TOP-LEVEL OBJECTIVES

- Build a portfolio of 5–10 successful client stories showing real growth and engagement metrics.
- Achieve high client satisfaction and retention through consistent quality and responsive communication.

- Grow our own social channels as proof of our skills and attract inbound client interest.
 - Develop efficient content systems that let us serve multiple clients without burning out.
 - Establish ourselves as go-to social experts in our local market through content and word-of-mouth.
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6. CHANNELS

Primary Focus: Instagram, Facebook, TikTok

We specialize exclusively in these three platforms because that's where our clients' audiences are and where we have deep expertise. Our content approach is platform-specific—Reels and Stories for Instagram, community-building posts for Facebook, trend-driven short videos for TikTok. We don't just repurpose content across channels; we create for each platform's unique culture and algorithm.

7. TARGET CLIENT SEGMENTS

Local Small Businesses: Coffee shops, boutiques, gyms, salons, restaurants that need consistent social presence.

New Brands & Startups: Product launches, online shops, service businesses targeting younger audiences.

Events & Community Projects: Local events, pop-ups, community initiatives needing buzz and attendance.

8. CORE PILLARS / GUIDING PRINCIPLES

Platform-Native Always: Create for each platform's vibe—no lazy copy-paste posting.

Real Over Perfect: Authentic, relatable content beats overly polished corporate stuff every time.

Engagement > Vanity Metrics: We care about comments, shares, saves—not just follower counts.

Data Drives Decisions: Track what works, kill what doesn't, optimize constantly.

Collaboration, Not Just Delivery: We work with clients, share our process, make it a partnership.

Move Fast, Stay Creative: Quick turnarounds, trend awareness, always experimenting with new formats.

9. OPERATIONAL PHASES

Setup: Get our foundation ready—team roles, service definitions, our own social channels.

- Launch The Agency on Instagram, Facebook, TikTok with 10+ portfolio posts showing our style.
- Define clear service packages and what's included in each.

First Clients: Land 2–3 clients to prove our process and build testimonials.

- Outreach through personal networks, local businesses, offer introductory rates for case study rights.
- Deliver projects and document results (before/after metrics, client quotes).

Process & Systems: Build workflows that make multi-client management smooth.

- Create content calendar templates, approval flows, reporting formats.
- Refine based on what's working and what's slowing us down.

Optimization: Tighten operations and maximize quality per client.

- Streamline repetitive tasks, batch content creation, improve team coordination.
- Focus on retention and upselling existing clients into bigger packages.

Growth Mode: Scale to 5+ clients and strengthen our market presence.

- Leverage case studies and referrals for new business.
 - Post educational content on our channels to attract inbound interest.
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10. MANAGEMENT & ORG BLUEPRINT

Team Size: 3

Creative Lead: Directs visual style, shoots/edits video content, designs graphics. Strength: Visual storytelling.

Content Strategist: Plans content calendars, writes captions, researches trends, manages hashtags. Strength: Strategic thinking and writing.

Community Manager: Handles all engagement—responds to comments/DMs, builds relationships, monitors conversations. Strength: Communication and empathy.

Analytics & Growth: Tracks performance, analyzes data, identifies opportunities, optimizes strategy. Strength: Data analysis and problem-solving.

Operations & Client Lead: Coordinates projects, manages client communication, keeps timelines on track. Strength: Organization and reliability.

11. SERVICE PACKAGES

Kickstart Package: 30-day Instagram + Facebook setup—profile optimization, content strategy, 12 custom posts.

Growth Sprint: 90-day campaign across all three platforms—daily content, active engagement, weekly optimization.

Monthly Retainer: Ongoing social management—strategic content calendar, consistent posting, community engagement, monthly reporting.

12. SERVICE DELIVERY MODEL / FRAMEWORK

Discovery: Client interview, brand deep-dive, audience research, competitor check.

Strategy: Platform recommendations, content pillars, visual direction, posting schedule, success metrics.

Content Creation: Weekly batches—shoot/design, edit, write captions, schedule posts for approval.

Publishing & Engagement: Post content on schedule, respond to all comments/DMs within 24 hours, engage with audience daily.

Performance Review: Weekly metric checks, monthly detailed reports, strategy adjustments based on what's working.

Client Touchpoints: Kickoff call, weekly async updates, monthly review calls.

Quality Checks: (1) Team review before sending to client for approval; (2) Weekly performance review to catch issues early and optimize.

13. STARTER KPIs

- Follower growth rate per client account
 - Engagement rate (likes + comments + shares + saves / followers)
 - Content reach and impressions trend
 - Client satisfaction score (simple 1-10 scale after each month)
 - Our own channel growth (proof we know what we're doing)
 - Client retention and referral rate
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14. TOP 3 STRATEGIC CHOICES

Multi-platform vs. Single Platform → Cover all three with TikTok emphasis ✓

Rationale: Clients want presence everywhere, but TikTok expertise is our differentiator and in high demand.

Do-it-for-you vs. DIY Education → Full-service with transparency ✓

Rationale: Clients want results, not homework—but showing our process builds trust and retention.

Premium vs. Volume → Accessible pricing to build fast ✓

Rationale: Early stage needs portfolio, testimonials, and momentum more than maximum pricing.

15. TOP 3 RISKS & MITIGATIONS

Overcommitting capacity: Cap clients at 5 max until we prove we can handle more; use content batching.

Team coordination breakdowns: Weekly sync meetings and shared project tracker keep everyone aligned.

Platform algorithm changes: Stay active daily, follow creator communities, adapt content strategy quickly when shifts happen.

16. SLOGAN / TAGLINE

"Social That Actually Works." Direct and results-focused—no fluff, just what clients care about.

"Your Brand, Louder." Energetic and visual—speaks to amplification and impact.

"Content That Connects." Simple, clear, emphasizes authentic engagement over vanity metrics. Rationale: Memorable, client-focused, differentiates us from agencies obsessed with follower counts.

"Strategy That Moves Markets"

Emphasizes strategic rigor and tangible business impact—positioning the agency as results-driven.

"Clarity. Creativity. Growth."

Captures the three core value propositions in a simple, memorable sequence.

"Your Growth Partner, Simplified"

Positions the agency as collaborative, approachable, and focused on growth without unnecessary complexity—resonates across B2B and B2C audiences.

17. LAUNCH CHECKLIST / FIRST ACTIONS

Set up The Agency accounts on Instagram, Facebook, TikTok with consistent branding.

Create visual identity—logo, color scheme, content templates. Post 10–15 pieces showcasing our content style and range.

Define three clear service packages with deliverables. Reach out to 15–20 potential clients from personal networks and local business community.

Land 2 pilot clients with introductory pricing in exchange for testimonials.

Set up shared project workspace for team coordination and content planning.

Create simple reporting template for tracking client metrics month-over-month.