



Strategic Plan 2025

CORE VALUES	
COLLABORATION	<i>Working together as a team with an open mind to other's ideas</i>
TRUST	<i>Operating in transparency and being open and honest with each other</i>
INNOVATIVE	<i>Ensuring everything is done the right way while striving to be on the leading edge</i>
AGILE	<i>Working remotely but always in close contact with each other</i>
ONE TEAM	<i>All for one, one-for-all attitude in serving our clients as a cohesive team</i>

PURPOSE – “The Why”	Job Satisfaction and Client Satisfaction
STRATEGIC COMPASS	Delivering the Best Solutions & Service to our Clients
	Growing Through Larger Clients
GOAL	5% Growth 10-15% Net Profit by February 2026
BHAG (Big Hairy Audacious Goal)	\$5M Gross Revenue by 2027
	Be a “Destination” Agency for Talent and Large Clients

2025 ACTION ITEMS	
FINANCE/ACCOUNTING	<i>Continue profitability analysis for SEM, SEO, and Development quarterly</i>
	<i>Increase recurring monthly billing by 15%</i>
	<i>Maintain over 60 receivables to 20% or lower (currently at 20%)</i>
SALES/MARKETING	<i>Launch targeted advertising campaigns (eg. franchise marketing, influencer marketing) to attract more desired clients</i>
	<i>Create content to help position us as a “Destination” agency (vlogs?)</i>
HR/CULTURE	<i>Share a strategic plan with all staff by April 15, 2025</i>
	<i>Implement strategies to create a Destination Company</i>
OPERATIONS	<i>Continually review business systems and investigate improvements for process and efficiencies</i>
	<i>Add capabilities through freelance and third-party partners</i>