

ABQ Digital

# MARKETING COMPANY MARKET ANALYSIS

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# Overview

**ABQ Digital** is a digital marketing company located in Houston, Texas. The company specializes in search engine optimization (SEO), search engine marketing (SEM), social media management, and content marketing services. As part of its business development plan, the company made this analysis that details valuable market information.

## Target Market

**ABQ Digital** offers its services to all companies regardless of their industries. However, the company is currently focusing on the real estate, financial services, and information technology industries since most businesses in these sectors require digital marketing services.

## Market Analysis

Experts predict that the global digital marketing industry will continuously grow, with the digital marketing spend value forecasted to grow at a CAGR of 12.8 percent. Since most US businesses rely heavily on digital marketing to promote their products or services, making the digital marketing industry one of the top drivers of the US economy.

## Buyer Persona

DigiCart Inc. is a newly established e-commerce company that sells various products. To build its presence in the market, the company needs to hire a digital marketing company to improve its website ranking and carry-out online marketing campaigns on its behalf.

# SWOT Analysis

METRICS	ABQ DIGITAL	WIDE PORTAL MEDIA
Strengths	Experienced SEO administrators	Company received 96% client satisfaction for its quality services
Weaknesses	Shortage of graphic designers and writers	Company does not offer content marketing
Opportunities	Growing demand for digital marketing services	Businesses are relying heavily in digital marketing campaigns
Threats	Competitors with lower rates	Freelance virtual assistants who offer the same services

# Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$700,000.00	\$800,000.00
Cost of Sales	\$200,000.00	\$250,000.00
Gross Profit	\$500,000.00	\$550,000.00
Total Expenses	\$100,000.00	\$120,000.00
Net Profit (Loss)	\$400,000.00	\$430,000.00

# Conclusion & Recommendations

Based on the above market analysis, the digital marketing industry is facing a positive outlook. However, the company must continue improving its services and applying schemes to reduce its rates to compete with its competitor.