



Module 3

Customizing Your Agency



Now it's time for the fun part! Customizing your digital agency!

This week you will be able to identify your niche, build your own website, create your own logo, decide on your services with prices and plans and determine what software you'd like to use!

All of these elements are crucial to branding your business and setting yourself apart from other agencies in the industry.

Well, let's get started!



Finding Your Niche

**Building Your Agency Website
& Logo**

**Outsourcing, Services, Plans,
Pricing**

Management Software

Finding Your Niche

What is a niche? A specialized segment of the market for a particular kind of product or service.

We will take a much more practical approach that will help you align with clients you enjoy serving most, by carefully selecting the industry/niche you want to work with *first*, you can curate who you do business with and spend your days serving an area you're actually passionate about.

Your niche also dictates what sort of prices you can charge for your services.

Finding Your Niche

Here are some important considerations when choosing the niche you want to serve:

- Passion - What are you obsessed with? What do you already know all the terms for, the culture, the issues? What do you find yourself spending hours looking up when you have free time for yourself?
- Positioning - Do you want to work on high ticket projects providing high-quality services, or do you want to be down in the trenches helping the little guys - eg. *helping Suzie get her jewelry brand more views or helping startups in the share-economy niche get their first few customers.*
- Demand - Do you see massive growth or opportunity in a particular niche?
- Experience - Do you already have a marketing skill set that is highly sought after by a particular industry or type of business?

Finding Your Niche

Once you have chosen your niche, *clearly identify the problems, pain points, and opportunities* within that niche.

Doing this is going to help you:

1. Craft an irresistible offer.
2. Gain clarity on your customer avatar.
3. Market your services easier: you need to know where your audience is hanging out, exactly what they're struggling with and capture all the actual words *they use* to describe their problem (*which is great for your sales copy later on*).

Go broad in your brainstorming at first - *noting down all the major problems that niche is facing* - but take special note of those problems that can be fixed by some form of marketing.

Building Your Website & Logo

This will be a live zoom training session where you will learn how to build your own website and create your own logo!

Services, Pricing, Plans

What Services Do New Digital Marketing Agencies Offer?

- Website Creation
- Logo Creation
- Social Media Marketing
- Email Management/Marketing
- Facebook Ads
- Content Generation and Optimization
- Template Building
- Affiliate Marketing
- E-Book Creation
- And More...

Services, Pricing, Plans

When it comes to pricing and plans for your services, there are several options.

1. You can price each service individually
2. You can price your services as a package

When pricing your services individually and/or package deals, research other marketing agencies in yours and see how they have priced their services. It is important to be competitive with your pricing especially if you have a lot of competition in your area.

Services, Pricing, Plans

For pricing examples, Google: “example marketing pricing packages,” then click on images.

Outsourcing

Outsourcing your digital marketing is **when you use a third party to create content or perform marketing services for your company or your client's company, then uses to promote and grow your business**

- **Fiverr**
- **Upwork**
- **Other Marketing Professionals**

Management Software

Choosing the right management software can mean the difference between you being stressed out or being organized. Here are a few I have used along

- Facebook Business Suite - Scheduled Posting to FB and IG
- Sendible - Posting to all social media platforms.
- Buffer - Scheduled Posting to FB, BG Groups, FB Personal Page, and IG
- Honey Book - Invoicing, Automation, Contracts, Proposals, Contact Forms, Pricing Brochure, Scheduling, and more! [CLICK HERE](#) to start for FREE.
- Email Marketing - [Aweber](#), Mailchimp, Active Campaign