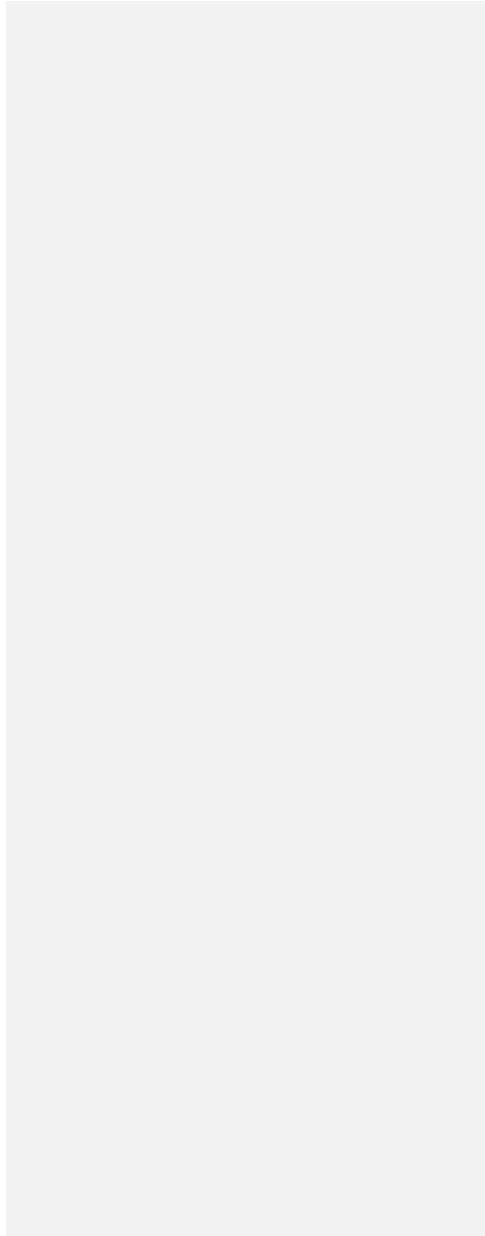


**BUILDING
THE ULTIMATE
MARKETING
AGENCY**



BUILDING THE ULTIMATE MARKETING AGENCY

The *Step-by-Step* Guide
to Starting or Growing a
**DIGITAL MARKETING
AGENCY**

ITAMAR SHAFIR



BMD Publishing

**Building the Ultimate Marketing Agency:
The Step-by-Step Guide to Starting or Growing a Digital
Marketing Agency**

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Dedication

With feelings of gratitude
To God, the author of my adventure
To my family, my heart and core

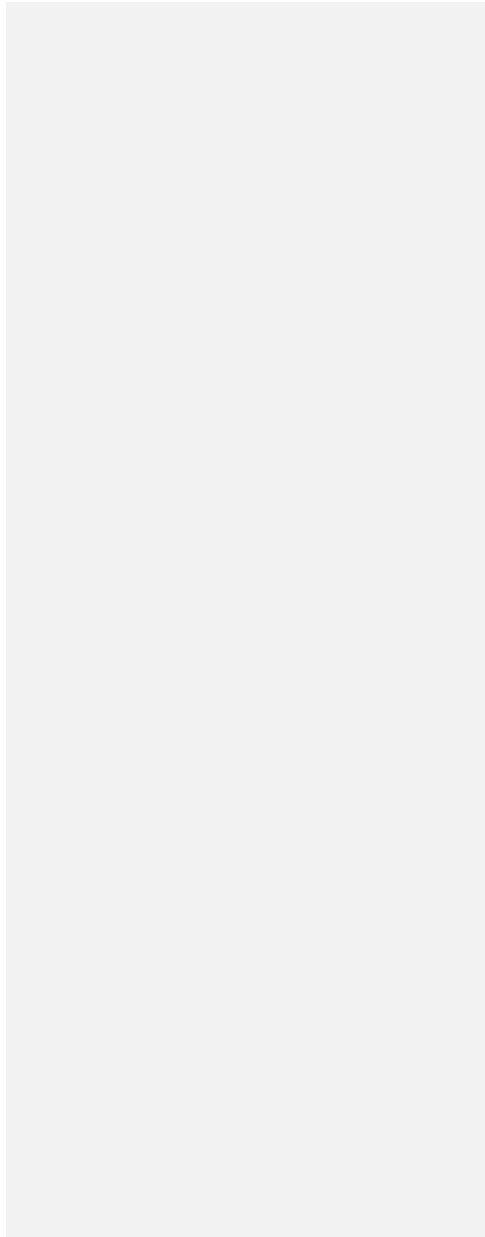
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INTRODUCTION

It starts with an idea to become independent, make more money, have more flexibility in life, maybe reinvent yourself.

When I was 21, I was released from my military service, and while studying for the SATs, I began working on a startup called Shark Answers, together with a friend and business partner who was studying with me.

Shark Answers was what Google Answers was in 2001, a marketplace of people asking questions and web-savvy people providing them with answers. We had no business model, but after answering 15,000 questions, we decided to get an investment. For what, we didn't know, but we thought we had a good idea.

We met an investor that wanted to join as a partner. Being older and more entrenched in the business community, he pushed us to start doing secondary research using the internet. It might sound strange to you today, but back

then, corporations paid a lot of money to get what we consider today “basic business information”.

The company evolved, and we became a secondary research company working mainly for marketing agencies and big brands. We started buying and selling information from the likes of Nielsen, TNS, Thomson and more. But we didn't really make a lot of money.

By this time, I had left college after one semester to pursue my business ambitions.

Since we weren't making hardly the money we wanted, we decided to evolve again, and start providing content-based marketing services, mainly huge amounts of content production for governmental sites, non-profits and brands.

By our sixth year in business the company grew into a full marketing agency. But it was still not very profitable.

Don't get me wrong, I was doing okay, but I was working insanely hard and couldn't see a clear path for meaningful growth.

Fast forward to today, I'm a high-tech entrepreneur with a MarTech exit on my belt, Facebook award winner, a sizeable business, very meaningful income, thousands of businesses I helped build (yes thousands), and the time to invest in projects I'm passionate about while being a full-time CEO.

What happened?

This is not my memoir, it's a guide to helping you start and grow a very lucrative digital marketing agency, without breaking your back, using my very hard-earned experience. Experience not only building my personal agency (the long way), but helping, via Umbrella (umbrellaus.com), to build thousands of marketing agencies.

This book is a guide, a very practical one, that will cut your time to a mid-six-figure agency by 80%.

My goal is to educate as many entrepreneurs as possible about the unparalleled opportunities in the digital marketing industry, and empower them, using this guide, to reach their goals.

THE BEST MARKETERS ON THE PLANET...AND ME

Now that I've told you a little about me, let me tell you a little about you and what you're going to get out of this book.

What Is This Book?

This book is a guide to building a low to mid-six-figure marketing agency with at least 50% profit margins. It will include proven strategies and tactics.

I read a lot of business books. Often, I find myself sifting through 90% of the book to get 10% I can implement. So, in this book, I'm going to try to make every page a key building block in delivering a strategy or a tactic you'll be able to use as soon as you read it.

You'll find the writing short and to the point, and if I do tell a background story, it will be only where needed.

Who Is This Book For?

It's for people who want or are exploring the option of building a lifestyle marketing agency or a fractional CMO business that makes a few hundred thousand dollars a year with high profit margins. You can absolutely take it from six figures to a seven, eight, even nine-figure agency, but you'll need to read more books for that :-)

The Difference Between a Marketing Agency, Consultant And Fractional CMO

A marketing consultant, sometimes referred to as a fractional CMO, provides consultation, strategy and guidance, but doesn't fulfill the marketing services (i.e., write the copy, deploy the ads or build a website). An agency does both; strategy and actual fulfillment (i.e., getting it done).

In this book you'll learn that you can build an agency with the ability to fulfill any marketing service, but without ever needing to fulfill them yourself. How would that work? Stay tuned.

Is Running a Marketing Business Right for You?

It's easy to answer. Would you enjoy talking with business owners about their business performance, trying to

understand what's lacking, and coming up with a plan to solve the problem?

If the answer is yes - then an agency might be right for you. If the answer is no, you can close the book.

Can Anyone Build an Agency?

It is my firm belief that almost anyone who has \$10K to invest in their business (buying tools, marketing spend, etc.) and the stamina to learn and get better can succeed.

Having marketing and sales experience will make it easier for you. Lacking that experience will make it harder. Note, when I say HARDER, I mean it will take LONGER, as being good at what you do is, at least partially, a derivative of your experience.

A Book Crafted by Global Marketing Leaders and Thousands of Agencies

I told you this book is going to be to the point, so lesson one, a key aspect in building any business and selling any product is TRUST.

Or in simple terms, why would you listen to me and read THIS BOOK on how to build an agency?

Here is why:

I've given you a brief overview of who I am and what I've done. But my current role, CEO of Umbrella, is the impetus for this book. That job is all about helping people build and

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