

Presented By: Cayla Williams

# Spotlight Media Business Plan



# Executive Summary

Spotlight Media, is an innovative social media marketing company, that empowers small black-owned businesses with specialized and cost-effective services. Our three service packages cater to unique needs, offering dedicated social media management, strategic planning, and content creation. Focused on tailored content and community engagement, we bridge the gap between social media and small black-owned businesses. Projecting steady revenue growth, our commitment to long-term success is complemented by a well-defined exit plan. Beyond business, our mission is to drive growth for small black-owned businesses and contribute to community development. With an experienced team and a unique approach, we aim to make a significant impact in the social media marketing landscape.

# Mission, Vision, & Culture

## Mission

Our mission is to empower businesses by creating engaging social media content, providing expert advice, and guiding them on their journey to expand their brand and reach a wider audience.

## Vision

Our vision is to be the go-to resource for small businesses seeking to maximize their social media presence, inspiring them to connect with their audience authentically and achieve remarkable growth

# Culture

## Core - beliefs

- **Client Focused:** Our business plan is built on a strong, client focused foundation.
  - **Creativity in Representation:** We showcase our clients with innovative and appealing content that truly represents their vision.
- **Transparency and Accountability:** Fundamental principles guide our interactions, ensuring honesty, clear expectations, and accountability in delivering excellence.
- **Consistent Results:** Our content strategy prioritizes consistency, providing clients with dependable and results-oriented services.
  - **Social Responsibility:** Beyond business objectives, we actively spread awareness, donate a percentage of sales to causes, promote volunteer work, and provide ethical marketing solutions, reflecting our commitment to a positive impact on the community and the world.

# Company Description

- **Industry Focus:** Marketing Consulting Agency (NAICS Code 541613)
- **Key Differentiator:** Affordable world-class services for heightened exposure in today's competitive market.
- **Legal Structure:** LLC, prioritizing limited liability protection for partners.
  - **Location:** Based in Dallas, Texas with a global online presence.
  - **Ownership:** 100% owned by Cayla Williams.
- **Commitment:** Quality work, competitive pricing, and a worldwide online reach to support businesses in their marketing endeavors.

## Research Methods

- ❑ **Written Surveys (Online & Emailed):** Convenient data collection from a diverse pool, ensuring structured and standardized information for straightforward analysis.
- ❑ **Online Searches:** Necessary for market and trend analysis, providing real-time insights into user preferences, industry trends, and competitor activity.
- ❑ **Advantages:** Accessibility, efficiency, and valuable insights crucial for informed decisions and optimizing social media platform performance.

# Target Customer

- ❑ **Demographics:** Primary focus on black women, ages 25-45, emphasizing the working-age population actively engaged in entrepreneurship.
- ❑ **Geographic Reach:** Our services cater to businesses globally, ensuring accessibility regardless of location, fostering a diverse clientele.
- ❑ **Customer Needs:** Clients seek heightened exposure and cost-effective strategies for boosting online visibility. Affordability is key, aligning with their financial objectives.
- ❑ **Psychological Factors:** Youthful, dynamic, forward-thinking individuals value creativity.
- ❑ **Lifestyles:** Collaboration with black-owned small businesses showcases our dedication to supporting community-based and entrepreneurial lifestyles. Fostering a sense of community and empowerment is very important to us.

# SWOT Analysis

## Strength

- Tailored online outlet for small businesses.
- Exclusive focus allows specialized services.
- Competitive pricing for accessibility.
- Creative freedom
- Close customer relationships.

## Weakness

- Limited advanced features due to affordability.
- Potential challenge in keeping customer's long term
- Limited resources affecting scale.

- Capitalizing on short-form video content trends. (Instagram reels)
- Youthful perspective for adaptability.

## Opportunity

## Threat

- Competition with companies offering advanced features.



# Competitive Analysis

- **Indirect Competition:**
  - Established marketing agencies serving industry giants (Nike, Sony, Apple).
  - Larger corporations handling distinct marketing needs.
- **Direct Competition:**
  - Competitors like Socillyin and LYFE Marketing.
  - Specializing in smaller brands, mirroring our focus.
- **Competitive Advantage:**
  - **Creative Freedom:** We offer Unique strategies for small businesses, overcoming standardized approaches.
  - **Customer Connections:** Are Stronger, more personal relationships, addressing specific needs promptly.
  - Our company is young, so we are familiar with the social media world, and we have a target customer which narrows down who we are marketing to.

## Product / Service

Our packages are specifically designed to address the diverse marketing needs of small black-owned businesses. By offering a range of options, we ensure that our services are not only affordable but also adaptable to various business objectives, allowing our customers to choose the package that best suits their specific requirements.

Starter Package	Standard Package	Premium Package
<ul style="list-style-type: none"> <li>• Social Media Setup: Create or optimize profiles on key platforms (Facebook &amp; Instagram).</li> <li>• Content Calendar: Develop a monthly calendar with post ideas and schedule.</li> <li>• Basic Content Creation: Design and schedule a set number of weekly posts (e.g., 3 posts).</li> <li>• Analytics Reporting: Provide basic performance analytics for tracking engagement and reach.</li> <li>• Monthly Consultation: Hold a monthly meeting or call to discuss progress and adjust strategies.</li> </ul>	<p>Everything in Starter Package, plus:</p> <ul style="list-style-type: none"> <li>• Advanced Content Creation: Increase production, including graphics, videos, etc. (e.g., 5 posts/week).</li> <li>• Audience Engagement: Actively manage community, respond to comments and messages.</li> <li>• Monthly Reports: Provide in-depth analytics and insights, with improvement recommendations.</li> <li>• Content Strategy Review: Periodic adjustment to align with business goals.</li> </ul>	<p>Everything in Standard Package, plus:</p> <ul style="list-style-type: none"> <li>• Social Advertising: Manage paid campaigns on social media platforms.</li> <li>• Influencer Outreach: Collaborate with relevant influencers for increased reach.</li> <li>• Enhanced Content Creation: Deliver high-quality, customized content (e.g., blog posts, in-depth videos).</li> <li>• Lead Generation: Implement strategies and email marketing for lead generation.</li> <li>• Strategic Planning: Conduct ongoing sessions aligning social media efforts with broader marketing goals.</li> </ul>

# Price

- ❑ **Starter Package:** Pricing can begin at approximately \$400 per month, depending on the extent of services and the local market conditions.
- ❑ **Standard Package:** For this package, prices might typically range from \$800 per month.
- ❑ **Premium Package:** The Premium Package could start at \$1,000 per month or more, given its more wide-ranging offerings
- ❖ Note that these are monthly payments so costumers can switch between packages month to month depending on their company and what's best for them at the time. They can cancel and come back at any time, and we will keep all their information on file

# Results

real\_travel\_vibes

122 Posts 137 Followers 90 Following

Real Travel Vibes  
Get Your Passport Ready & Pack Your Bags!  
World Travel  
Unique Experiences  
Unforgettable Memories... more

www.realtravelvibes.com/b... and 4 others

Follow Message

Girls Trip

Grid of promotional images for Black Friday, Amazon Gift Ideas, Greece 2024, Dubai 2024, Los Cabos 2024, and Travel Deals.

Post Insights

February 3 at 5:46 AM

3 0 4 0

Overview ⓘ

Accounts reached	40
Accounts engaged	3
Profile activity	3

Reach ⓘ

40 Accounts reached

32 Followers 8 Non-Followers

Impressions 47

Reel insights

3 Reasons Why Real Travel Vibes is The Travel Group for You!!  
May 2 · Duration 0:12

84 14 2 5 1

Overview ⓘ

Accounts reached	71
Reel interactions	22

Reach ⓘ

71 Accounts reached

49 Followers 22 Non-followers

# Results

**thecoachesbox** ✓

16 Posts   1,440 Followers   15 Following

**The Coaches Box**  
Restaurant  
Mon-Sat 11am-9pm / Sun 11:30am-6pm  
Location : 705 Oriole Blvd Duncanville, Tx  
Call in : 972-572-2262  
We don't do fast food, we do good food fast!  
thecoachesboxdfw.com

Professional dashboard  
New tools are now available.

Edit profile   Share profile   Contact

Friday Nights   Boomerangs   New

Grid of posts including: TRINITY HOUSTON WINNER!, 510 DEAL BURGER & WINGS & SALES, JACOB MOSELY WINNER!, and Burger With Coach From Start To Finish.

**Post Insights**

55   2   15   11

**Overview**

Accounts reached	1,211
Accounts engaged	--
Profile activity	16

**Reach**

1,211 Accounts reached

192 Followers   1,019 Non-Followers

**Reel insights**

2073   116   6   26   6

**Overview**

Accounts reached	2,052
Reel interactions	154

**Reach**

2,052 Accounts reached

654 Followers   1,398 Non-followers

# Promotion

- Leverage in-person interactions with business cards at events.
- Strategically place flyers in black-owned businesses for visibility.
- Prioritize networking for connections beyond transactions.
- Utilize the website as an informative hub.
- Sales calls offer unique opportunities for personal engagement.
- Address unique needs of small black-owned businesses.
- Emphasize diversity and cultural understanding.
- Align content and strategies with cultural values.
- Forge a strong bond with the target audience, especially through networking efforts at business events.

## Place

We are based in Dallas, Texas but our primary sales channel is online. Online sales provide a global reach, allowing us to connect with customers worldwide, offering convenience, and reducing overhead costs compared to physical storefronts. Additionally, digital platforms enable precise targeting of a diverse customer base and data-driven improvements.





- ❑ **Current State:**
  - Independently managing all aspects of Spotlight Media, including sales, marketing, operations, finance, and customer support.
- ❑ **Future Vision:**
  - Long-term plan involves growth and expansion.
- ❑ **Benefits of Expansion:**
  - Delegating responsibilities to key roles for manageable operations and more specialized services.
  - Ensures a smoother and more efficient workflow.
- ❑ **Employee Well-being:**
  - Comprehensive policies prioritize employee well-being and inclusion.
  - Equal Opportunity Employment policy for a diverse and inclusive work environment.
  - Remote Work and Flexibility policy supports remote work arrangements and flexible schedules.
  - Clear guidelines for Time Off and Leave, including vacation, sick leave, parental leave, contribute to a positive and supportive workplace.

## Research & Development

Our company is actively involved in research and development initiatives to enhance services and maintain a competitive edge. Through comprehensive market research, we gain insights into our target audience, consumer behavior, and market trends, refining marketing strategies and customizing services to meet evolving client demands. Continuous monitoring of industry competitors ensures our ability to adapt, providing exceptional value to our clients. Additionally, we prioritize safeguarding intellectual property through non-disclosure agreements, trademarking, and copyright protection, reinforcing our commitment to data security and preserving our intellectual assets.

## Physical Location

Our business operates primarily online, however, in the future we hope to have a physical location that serves as our administrative hub. Our office will be a modern and efficient workspace in the heart of Dallas, Texas. This central location allows for convenient access to essential resources and services.

This physical location will serve as a base for meetings, administrative tasks, and occasional in-person interactions with clients and partners. It reflects our commitment to professionalism and accessibility while ensuring our online operations run smoothly from behind the scenes.

## Facilities

Our idea is for our online operation to be run from a modern office space in a prime business area. This office has a layout that encourages productivity and teamwork, with open work areas, private offices for managers, and meeting rooms equipped for both virtual and in-person meetings. While most of our work happens online, this office supports our administrative tasks, like meeting with clients, making conference calls, and handling paperwork. It's well-equipped with fast internet and good security to ensure everything runs smoothly.

## Inventory, Production, & Quality Assurance

We prioritize handling digital assets, like marketing materials, content, and graphics instead of traditional inventory. Our aim is to keep these resources organized and current, emphasizing efficient digital asset management. We maintain efficiency through project management tools and structured workflows.

Quality assurance is embedded in our operations, involving ongoing assessments and listening to valuable client feedback. This ensures we consistently deliver top-notch services as a social media marketing company dedicated to community support.

# Sources & Uses of Capital

Company Name		
Estimated Start-Up Costs		
Item	Cost	Assumptions/Explanation
<b>Start-Up Expenses</b>		
Business registration and Legal Fees	\$ 500	
Website Development and Design	\$ 2,000	for a professional website
Domain Name	\$ 100	domain registration & hosting ser
Legal, Accounting Services	\$ 1,000	legal and accounting consultation
Marketing and Advertisement	\$ 500	for initial online marketing efforts
Insurance	\$ 500	
Professional Memberships and Subscrip	\$ 250	
Office Supplies	\$ 200	
<b>Total Start-Up Expenses</b>	\$ 5,050	
<b>Start-Up Assets</b>		
Computers	\$ 700	
Furniture	\$ 400	
Customer Database	\$ 141	
<b>Total Start-Up Assets</b>	\$ 1,241	
<b>Total Start-Up Requirements</b>	\$ <b>6,291</b>	
Contingency Funds (10%)	\$ 629	
<b>Start-Up with Contingency</b>	\$ <b>6,920</b>	

We estimated our starting capital to be \$6,920. The source of this is from personal funds.

# Income Statement Projections

Co+H26+A1:H39+A+A1:H39							
Income Statement							
For the Period Ending							
	1Q	2Q	3Q	4Q	Year 1	Year 2	Year 3
<b>Net Sales</b>							
Starter	\$ 2,800	\$ 2,000	\$ 2,000	\$ 4,000	\$ 10,800	\$ 13,000	\$ 17,500
Standard	\$ 1,600	\$ 4,800	\$ 4,800	\$ 2,400	\$ 13,600	\$ 15,000	\$ 16,500
Premium	\$ -	\$ -	\$ 2,000	\$ 7,000	\$ 9,000	\$ 12,000	\$ 16,000
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Net Sales</b>	\$ 4,400	\$ 6,800	\$ 8,800	\$ 13,400	\$ 33,400	\$ 40,000	\$ 50,000
<b>Cost of Goods Sold</b>							
Materials (Canva subscription)	\$ 50	\$ 50	\$ 50	\$ 50	\$ 200	\$ 300	\$ 400
Direct Labor (Virtual Assistant)	\$ 600	\$ 600	\$ 600	\$ 600	\$ 2,400	\$ 2,400	\$ 2,400
<b>Total COGS</b>	\$ 650	\$ 650	\$ 650	\$ 650	\$ 2,600	\$ 2,700	\$ 2,800
<b>GROSS PROFIT</b>	\$ 3,750	\$ 6,150	\$ 8,150	\$ 12,750	\$ 30,800	\$ 37,300	\$ 47,200
<b>Operating Expenses</b>							
Advertising/marketing expense	\$ 50	\$ 50	\$ 50	\$ 50	\$ 200	\$ 100	\$ 150
Depreciation expense					\$ -		
Indirect labor expense					\$ -		
Insurance expense	\$ 100	\$ 100	\$ 100	\$ 100	\$ 400	\$ 120	\$ 120
Licensing expense	\$ 20	\$ 20	\$ 20	\$ 20	\$ 80	\$ 20	\$ 20
Office supplies expense	\$ 50	\$ 50	\$ 50	\$ 50	\$ 200	\$ 200	\$ 100
Owner's wage expense	\$ 3,080	\$ 4,760	\$ 6,160	\$ 9,380	\$ 23,380	\$ 12,000	\$ 15,000
<b>Total Operating Expenses</b>	\$ 3,300	\$ 4,980	\$ 6,380	\$ 9,600	\$ 24,260	\$ 12,440	\$ 15,390
<b>Earnings Before Interest and Taxes (EBIT)</b>	\$ 450	\$ 1,170	\$ 1,770	\$ 3,150	\$ 6,540	\$ 24,860	\$ 31,810
<b>Other Expenses:</b>							
Interest expense					\$ -		
<b>Total Other Expenses</b>	\$ -	\$ -	\$ -	\$ -	\$ -		
<b>Pre-Tax Profit</b>	\$ 450	\$ 1,170	\$ 1,770	\$ 3,150	\$ 6,540	\$ 24,860	\$ 31,810
<b>Taxes</b>	\$ 45.00	\$ 117.00	\$ 177.00	\$ 315.00	\$ 654.00	\$ 2,486.00	\$ 3,181.00
<b>Net Profit</b>	\$ 405.00	\$ 1,053.00	\$ 1,593.00	\$ 2,835.00	\$ 5,886.00	\$ 22,374.00	\$ 28,629.00

By year one we expect to make \$33,400 from our net sales

Milestones /  
Goals

Milestone	Start Date	End Date	Budget	Department
Market Research	01/01/2024	01/30/2024	\$50	Marketing
Template Creation	02/1/2024	02/23/2024	\$120	Marketing
Bank Set up	02/24/2024	02/28/2024	\$0	HR
Business Launch	03/04/24	03/04/24	\$6290	All
Client Acquisition	03/16/2024	12/20/2024	\$2000	Sales
Team Expansion	04/16/24	04/30/2024	\$2400	HR
Review and Adjust	11/30/2024	12/31/2024	\$0	All



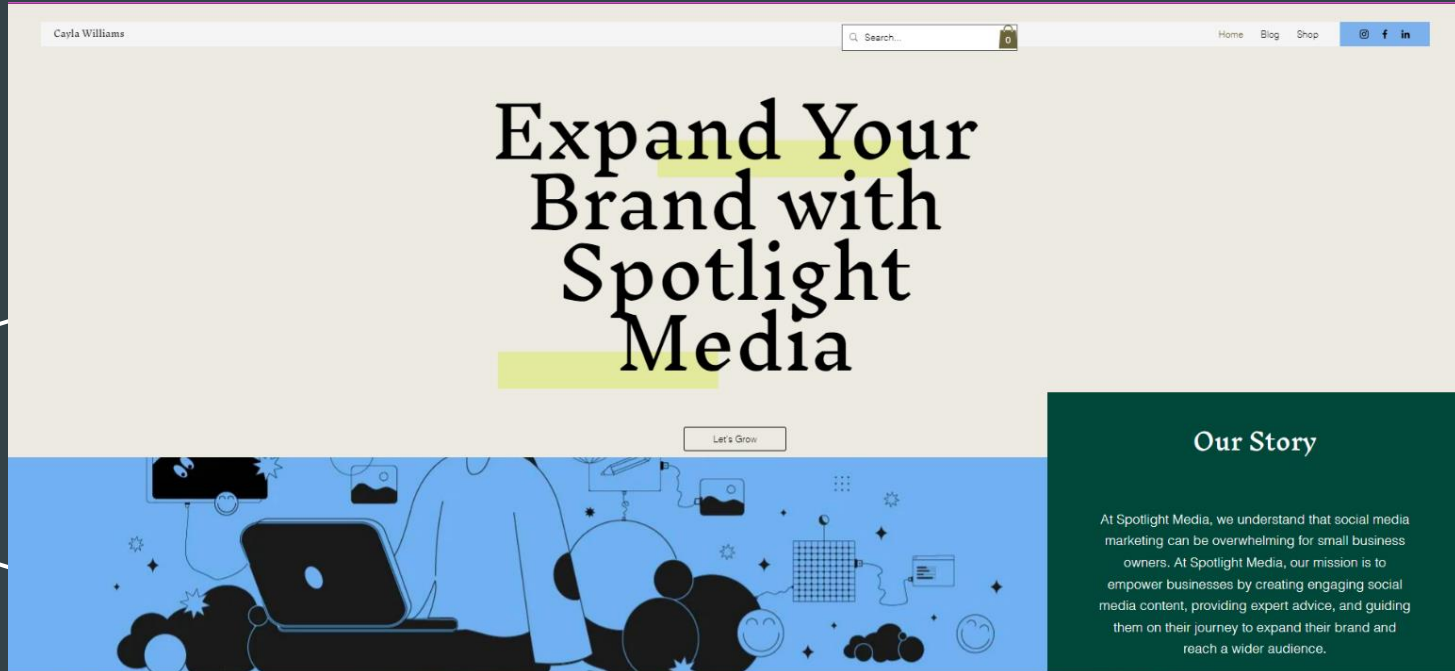
## Implementation

We begin by laying a strong foundation with comprehensive market research and setting up essential legal and administrative structures. Our service development phase focuses on crafting compelling service packages and building a skilled team of experts. Upon launch, we'll promote our services and initiate client onboarding. Ongoing operations will include client acquisition and retention, team training, performance monitoring, and legal compliance. This plan ensures a strategic and organized approach to establishing our presence, delivering excellent services, and achieving growth in the competitive social media marketing industry.

# Exit Plan

While our primary goal is long-term success and growth, we acknowledge the importance of having a well-defined exit plan. In the event of a business exit, whether through gaining, merging, or other circumstances, our plan involves assessing the market value of the company, identifying potential buyers or merging partners, and ensuring a seamless transition of client relationships and services. The aim is to maximize the value of the company for stakeholders, employees, and clients, allowing for a successful exit strategy when the time is right.

# Website



<https://cayla36.wixsite.com/spotlight-media>