### **Marketing Agency Problem Statement**

**1. Client Objective:**

* Define what the client hopes to achieve.
* Example: "Increase customer acquisition through digital channels."

**2. Agency Role:**

* Outline the agency’s role in addressing the issue.
* Example: "Provide strategy, execution, and performance tracking."

**3. Current State:**

* Summarize the current marketing efforts and their limitations.
* Example: "The client’s website traffic is stagnant, and their social media presence is minimal."

**4. Key Challenges:**

* Highlight the primary obstacles.
* Example: "Limited content production capabilities and lack of SEO optimization."

**5. Success Metrics:**

* Define how success will be measured.
* Example: "Achieve a 20% increase in website traffic and 10% growth in lead generation within six months."

**6. Constraints:**

* Identify any constraints like budget or timeline.
* Example: "The client’s budget is capped at $50,000 for a six-month engagement."

**7. Proposed Actions:**

* Suggest initial steps for resolution.
* Example: "Conduct a website audit, implement SEO best practices, and launch a paid social media campaign."