

# 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."