



# ABERCORN BUSINESS SALES

## SUCCESSFULLY SELLING YOUR BUSINESS



### Social Media Marketing Agency for Sale

Fully Relocatable

**Asking Price: £100,000**

Reference: RA09-ABS | Confidential Memorandum

**Asking Price:** Offer in excess of £100,000

**Turnover:** circa £110,505 and growing rapidly

**Gross Profit:** circa £74,710

## Key Strengths:

**1. Guaranteed Results:** This social media marketing agency promises viral success within 90 days, which is a highly attractive proposition for clients.

**2. Experienced Team:** A team of professional content creators and managers ensures top-tier service delivery and client satisfaction.

**3. No Paid Ads Required:** The business generates viral content organically, setting it apart from competitors that rely on paid advertising.

**4. Quick Turnaround:** The company prides itself on its fast service, with content turnaround times of less than a week.

**5. Outstanding Reputation:** The business has built a solid reputation in the industry through its case studies and proven results.

**Business Overview:** This is a unique rapidly growing social media marketing agency established in 2023, specialising in helping brands go viral within 90 days. The Social Media Marketing Agency focuses on creating organic, high-quality content that generates millions of views per month, translating to enhanced sales and instant brand awareness for clients—without relying on paid advertising.

The agency guarantees results, making it one of the few agencies in the UK offering this unique value proposition. This is the perfect opportunity for established creative and marketing agencies who are looking to add new services along with their current services.

## Key Highlights:

- Established: 2023
- Location: United Kingdom
- No tangible assets—lean operations with a focus on high-value services.
- 5 Full-Time Employees—Skilled content creators, a social media manager, and manager.

## Business Model & Services:

The Social Media Marketing Agency offers a specialised social media marketing service that guarantees clients' content will go viral within 90 days. The agency focuses on organic social media strategies and delivers viral content without the need for paid advertisements, helping businesses achieve massive online reach and engagement.

The agency operates on a subscription-based model with 3 different tiers, currently receiving monthly

retainers from 8 to 12 clients. This figure is growing month on month. The agency works with clients in diverse industries, including but not limited to, restaurants, cafes, and clothing brands.

By leveraging organic content and social media, the company ensures its clients gain brand recognition, increased traffic, and sales, making it an attractive option for businesses looking to grow online.

**Competitive Advantage:** The agency differentiates itself by being the only UK-based social media agency that guarantees viral content creation within 90 days. This distinct promise, coupled with a highly skilled team, ensures the company stands out in the competitive landscape of social media marketing. Their operational system is fast, with a quick turnaround time of less than a week and offers clients full control over the content while maintaining high-quality standards.

**Client Base & Market Position:** The agency currently serves 6 to 12 retainer clients per month. Their clients come from industries with high growth potential.

The demand for social media marketing services is increasing, with businesses recognizing the importance of a robust online presence. The agency's ability to offer guaranteed results with no reliance on paid advertising positions it as a valuable asset in the growing market for digital marketing services.

**Opportunities for Growth:** The business presents numerous opportunities for the right buyer:

- **Expansion of Client Base:** The current owner's religious beliefs limit the types of clients the business can work with, such as those involved with alcohol or certain music. A new owner without such restrictions could exponentially grow the clientele.
- **Sales Team Expansion:** Hiring a dedicated sales department would help drive further business growth, generating more outbound leads and increasing sales.
- **High-Ticket Packages:** The agency offers three pricing packages—£6,000, £12,000, and £15,000—allowing for high revenue per client and a quick return on investment for the buyer.
- **Unique Position in Market:** The business operates in a niche market, offering a rare service with guaranteed viral results. Social media is a growing and essential part of business marketing, making this agency an increasingly valuable asset and very relevant.

#### **Financial Overview (since August 2023):**

Turnover: £110,505

Gross Profit: £74,710

EBITDA: £74,710

#### **Reason for Sale:**

The current owner is selling due to religious constraints that limit the scope of potential clients. These restrictions have led to a unique opportunity for a new owner to take the business to the next level by working with a wider range of brands.

#### **Training & Transition:**

The current owner will remain involved in the business during the transition phase to provide training and ensure a smooth handover. The existing team, including content creators and management staff, is

highly skilled and will continue to operate the business seamlessly. It is estimated that the new owner will require approximately one week to become familiar with the operations.

#### **Market Outlook:**

Social media marketing is critical for businesses across industries, and the agency has carved a niche by guaranteeing viral content creation. As more businesses seek to establish a powerful online presence, the demand for such services is expected to continue to grow. The agency enjoys an established reputation and proven success make it a valuable asset in this rapidly expanding market.

**Employee & Operational Overview:** The social media marketing agency employs five full-time staff members, including:

- Content Creators
- Social Media Manager
- Manager

The team is integral to the business's success, bringing creativity, skill, and a strong work ethic to the table. They are well-equipped to support the new owner in maintaining the business's excellent reputation and continued success. The owner operates more on the sales/strategic side of the business as and when required.

**Sale Terms & Confidentiality:** The business is available for sale immediately. Interested buyers are encouraged to reach out directly for further information.

The owner values confidentiality and would prefer to keep the sale process discreet. All discussions and negotiations will be handled with the utmost confidentiality.

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## Next Steps & Contact

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