



Business Plan

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Mission Statement

Alphire Digital Marketing will make a significant positive impact on the world by amplifying the messages of high-vibration individuals and organizations while providing aspiring digital marketers a path to valuable career and business opportunities.

Executive Summary

Alphire Digital Marketing is a full-service digital marketing agency providing a wide offering of digital marketing services including:

- Strategic Consulting
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Web Development and Hosting
- Content Development
- Graphic Design
- Video Editing
- Account Based Marketing
- Marketing/Sales Team Alignment
- Marketing Automation
- Ecommerce
- Reporting and Analysis
- Blockchain/Crypto/NFTs
- Custom Application Development

Alphire targets 'high-vibe' companies that provide knowledge, resources, services and products intended to raise the vibration of the planet through education, entertainment, and enlightenment.

Our target organization is likely to be founded and staffed by people whose skill sets tend toward the more creative.

Alphire will provide the nuts-and-bolts implementation and execution expertise and skills required to develop and manage sophisticated digital marketing and sales enablement programs.

Alphire will distinguish itself from other digital marketing agencies through several innovative business practices.

People

Founders

Dane Christensen

Dane Christensen started his career in digital marketing when he launched MentorNet — The Internet Learning Center in 1995. Since then, Dane has gained deep experience in the digital marketing, demand generation, and sales and marketing operations field.

Dane's skills including web development, web analytics, SEO, SEM, SMM, ABM, CRO, marketing automation, sales operations. He now specializes primarily in the development of advanced marketing automation systems including integrations, nurture streams, lead scoring, full-loop source attribution, segmentation and retargeting, ABM, and more.

He is also knowledgeable in the fields of Blockchain/crypto/NFTs and Artificial Intelligence (AI).

Dane is the author of the Kindle book Demand Generation in Real Life.

Rich Benvin

Rich Benvin began his career in digital marketing when he bought a website from Dane Christensen in 1997, which sparked Rich's passion for web development and SEO.

Rich also launched a DotCom startup named Absolute Authority together with Dane in 1999.

Since then Rich has built, optimized and promoted web properties for countless clients. His skills include web development, web analytics, SEO, SEM, SMM, ABM, CRO and more.

He is adept at many digital marketing tools including: SEMRush, Moz, Ahrefs, Spy Fu, Unbounce, Sprout Social, Buffer, HotJar, Figma, Canva.

Rich is also highly knowledgeable in the fields of blockchain/crypto/NFT and 3-D printing.

Esprit de Corps

Alphire will develop a bench of 20 to 40 skilled digital marketers specializing in various disciplines as Associates, which Alphire will tap to deliver services to clients on an as-needed basis.

Prospective Associates will resonate with the mission of Alphire Digital Marketing. They will typically be young (or at least young at heart), and will tend to be earlier in their digital marketing career.

Alphire Associates will be trained in the Alphire approach to digital marketing through formalized coursework offered by the Alphire Academy. They will also be docked onto a digital marketing

collaboration system consisting of several key platforms (described in the Operations section below). This platform will bind the Associates into a coordinated team while helping them continue their expansion of knowledge, skills, experience and credentials.

Associates will always remain on a contract basis, and the intention will be for them to work with Alphire for a season to gain their own footing in the digital marketing space before moving on to bigger and better things.

Marketing

The Market

To say that the digital marketing agency landscape is fragmented is massive understatement. There are 5,523 digital marketing agencies in the US, virtually none of which are established leaders. The digital market is expanding rapidly, and new agencies are springing up to meet the demand. These agencies range from highly skilled and professional firms at one end of the spectrum to total impostors who just purchased a digital marketing course from a guru.

In a roiling sea of marketing disciplines, technologies, platforms, applications, thought leaders, agencies, consultants, contractors, colleagues and everything else going on, sales and marketing teams are struggling just to keep it all together, let alone figure out which agency or contractor can best provide what they really need.

Unique Selling Proposition

Alphire Digital Marketing brings a vast depth and breadth digital marketing experience and insight to bear on the essential mission of raising the vibration of Planet Earth. We provide the strategic and technical skills and creative insights that power the development of world-class digital marketing and demand gen systems designed specifically for 'High Vibe' organizations.

Models

Among the thousands of digital marketing agencies, we have identified a few that have business models and/or target markets similar to Alphire.

These can be considered as models of a sort. However, Alphire will have a unique business model which may draw some inspiration and ideas from these 'models'.

- [Magic Agency](#) *
- [Onyx Agency](#)
- [Sacred Journey Designs](#)
- [Luminate Marketing](#)
- [Lightworkers Republic](#)
- [White Light Digital Marketing](#)
- [AMP Agency](#)

- [Agency Vista \(various\)](#)
- [Tribal Core](#)
- [Magical Marketing](#)

Branding

Alphire's branding represents the companies that we serve. We are a high-vibration organization, dedicated to amplifying positive messages of love, peace, joy, wisdom, humor, creativity, athleticism, and everything life-affirming to the world.



The word 'Alphire' is a portmanteau of the words 'Alpha' and 'Fire', or **First Fire**, representing the source of all creation, the prime mover. Our logo aligns a flame to the A to help make the connection. Our branding will incorporate beautiful imagery that evokes our purpose and mission, incorporating themes such as:

- Nature
- Creative art
- Performances
- Spiritual practices
- Sacred Geometry
- Powerful yet elegant typography.



Service Offerings

Alphire has developed a suite of modular services that streamline the process of pricing, scoping, delivering and documenting every project. The flexible structure of these modules and bundles allows for the fact that every company and digital marketing project is unique and ultimately requires a custom solution.

Each of the following modules are clearly defined and can be adjusted at a granular level.

	Quick Start	Audit	Tune-up	Overhaul	Project	Maintain
Strategy	\$3500	\$1000	\$2000	\$7,000	Varies	\$ 300/mo
SEM	\$1500	\$ 500	\$2000	\$4000	Varies	\$ 500/mo
SEO	\$1500	\$ 500	\$3500	\$2500	Varies	\$ 300/mo
SMM	\$1500	\$ 500	\$1500	\$2500	Varies	\$ 500/mo
Automation	\$2500	\$ 500	\$3500	\$5000	Varies	\$ 750/mo
ABM	\$2000	\$ 500	\$2500	\$5000	Varies	\$ 500/mo
Content	\$1500	\$ 500	\$2000	\$5000	Varies	\$ 500/mo
UX/UI Design	\$2000	\$ 500	\$2000	\$5000	Varies	\$ 500/mo
Mobile	\$2500	\$ 500	\$3500	\$5000	Varies	\$ 300/mo
Video	\$2500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo
Blockchain/Crypto	\$2500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo
Team Alignment	\$1500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo
Testing and Optimization	\$1500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo
Reporting and Analysis	\$1500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo
WebDev/Hosting	\$1500	\$ 500	\$3500	\$3500	Varies	\$ 300/mo

Around these modules we will establish various bundles with discounted pricing, such as:

Search Engine Marketing Bundle

- Audit
- Quickstart
- Optimization (ongoing)
- Price: 1 Year - 20% off ad spend

Social Media Marketing Bundle

- Audit
- Quickstart
- Optimization (ongoing)
- Price: 1 Year - \$5,000

Web Development Bundle

- Website audit
- Hosting
- Maintenance
- Price: 1 Year: \$5,000

Marketing Campaigns

Upwork Prospecting

- Dane Christensen has a long-established work history on Upwork
 - 100% Success Rate

- Expert-vetted
- Earned over \$200K
- Numerous 5 star ratings and positive reviews
- Dane has a wide range of skills and experience with various applications
- We will begin systematically leveraging Dane's account to apply for every project he is qualified for, spreading the work out among the team (transparently/ethically).
- Close clients and deliver first project through Upwork.
- Attempt to convert to Alphire clients at conclusion of project.
- At some point, when the team grows, we will make Alphire an official agency on Upwork, at which point the strategy will adjust

Account-based marketing

Axis 1: High Vibration companies

- Entertainment (Film, video, music, comedy, etc.)
- Recreation-oriented business (Festivals, destinations, sports, gaming, retreats, etc.)
- Personal development, Life coaches, gurus
- Influencers and thought leaders
- Spiritual, lightworkers
- Educational
- Cannabis
- Travel

Axis 2: Technology Stack

- Hubspot
- Zoho CRM
- Keap
- Marketo
- ActiveCampaign

Axis 3: Paid Advertising

- Google Ads
- Facebook
- Instagram
- Twitter
- Native



Process

1. Identify target Contacts and Companies using SimilarWeb and SEMRush to filter to the three axes.
2. Load into TargetOn tool to triage the top targets if the numbers are too large
3. Social following and engagement
4. We start following and engaging with the content on our targets' social sites

5. Keep inviting them to our website
6. Send series of special offers

Free Audits

We can offer a free audit valued at \$500 (or whatever) in which we'll evaluate their current setup based on an established checklist. We can offer the following free audits.

- SEM Audit (one platform)
- SEO Audit
- SMM Audit

The free audits will be kept to a limited scope and will be largely automated, though we will include a custom analysis with each audit.

Half-Price Audits

In addition to the free audits, we can also offer half-priced audits on more substantial audits such as the following:

- Marketing Automation Audit
- Sales Marketing Alignment Audit
- Marketing Budget Audit

These are more substantial audits that will require significant investments in time. A half-price marketing automation audit will likely be much more valuable than a free SEM audit, at least in terms of our contribution.

Operations

Alphire will operate from the outset as a virtual company, with all Associates operating from their own environment through a proprietary environment that provides all members access to all the knowledge, resources and tools needed to coordinate with team members and deliver services to clients.

The proprietary environment that binds Alphire Associates together into a cohesive organization provides includes is a portal website that provides links to all available tools and resources, including:

- Shared Platforms and Applications
- Gig Exchange
- Alphire Modules
- Alphire Playbooks
- Alphire Academy Courses

Each of these foundational building blocks will be covered in turn.

Shared Platforms and Applications

There are a number

Application	Monthly Cost	Annual Cost
Hubspot	800	3600
Monday.com	300	3600
FlyWheel	242	2900
BuiltWith	495	4950
Airtable	24	240
Crunchbase	\$49	588
Apollo	\$79	\$948
Zapier	\$449	3588
Demio	\$250	3000
Zoom	\$600	7200
Moz Pro	299	2868
AHrefs	399	4788
SEMRush	230	2760
SpyFu	299	1788
HotJar	80	960
Calendly	320	3840
Sprout Social	279	2988
Canva	150	149
Figma	135	1620
Raindrop		28

- Access to Monday.com project management tool
- Access to Knowledgebase
 - Alphire Academy Training
 - Third-party training
- Resources
 - Crowdsourced bookmarks repository
 - Marketing services sales playlists
 - Alphire Module implementation playlists

- Tools
 - Quicklinks to all most commonly used tools required by discipline
- Access to key applications for learning and execution on projects
 - Hubspot Pro (marketing automation)
 - FlyWheel (web hosting)
 - SEMRush (keyword research)
 - AHrefs (keyword research)
 - SpyFu (paid search research)
 - Apollo.io
 - Canva Pro (graphic design)
 - Figma (graphic design)
 - Asana
 - Harvest
 - Xero
 - Zapier
 - Never Bounce
 - HotJar
 - Calendly
 - Sprout Social
 - Clearbit
 - Screaming Frog SEO
 - Airtable
 - BuiltWith Database Access
 - Airtable
 - Crunchbase
 - Demio
 - Raindrop
 - Zoom

Alphire Modules

- Strategy
- SEM
- SEO
- SMM
- Automation
- ABM
- Content
- UX/UI Design
- Mobile
- Video
- Blockchain/Crypto
- Team Alignment
- Testing and Optimization

- Reporting and Analysis
- WebDev/Hosting

Alphire Playbooks

Alphire Playbooks are extensive step-by-step instructions for implementing various common digital marketing practices.

Some of these may be similar to instructions that can be found with a Google search. Many will be more involved and will require extensive work to develop.

These playbooks will not only come in handy in terms of documenting and streamlining our own practices, but they can also be turned into content that can be used for marketing purposes or even sold as a product to marketers outside the Alphire association.

Following is a very brief list of potential playbooks to give a sense of what they are and how they represent a virtually endless possibility of content and value-add.

- Hubspot Basic implementation
- Hubspot nurture stream
- Hubspot scoring system
- Deploy a Hubspot Form
- Set up a Salesforce sales sequence
- Create a Hubspot workflow to normalize state and country values
- Ensure UTM parameter tracking from Google Ads to Hubspot
- Ensure UTM parameter tracking from Google Ads to Salesforce
- Ensure UTM parameter tracking from Google Ads to GravityForms

Alphire Academy Courses



The Alphire Academy is based around a 24 module course: Digital Marketing Mastery. This course effectively establishes and defines Alphire's approach to digital marketing.

1. The Digital Marketing Ecosystem
2. Personas

3. Web Development
4. Search Engine Optimization (SEO)
5. Search Engine Marketing (SEM)
6. Social Media Marketing (SMM)
7. Mobile Marketing
8. Content Marketing
9. Email Marketing
10. Affiliate Marketing
11. Account Based Marketing
12. Event Management
13. Sales Enablement
14. Branding
15. Ecommerce
16. DTC Marketing
17. Marketing Automation
18. Reputation Management
19. Web Analytics
20. Reporting
21. Platforms
22. Applications
23. Certifications
24. Capitalizing on Digital Marketing

Finance

Initial Capital Investments

Go High Level (1 year)	\$ 3,600
BuiltWith Pro	\$ 5,000
Scalable Certified Partner	\$ 4,500
SimilarTech annual	\$ 3,500
LinkedIn Sales Navigator	\$ 1,000
Graphic design / Video production	\$ 3,000
Corporate formation	\$ 1,000
TOTAL	\$21,600

Break-Even Analysis

Monthly Costs

Software	Software Type	Monthly Cost
Go High Level	Marketing Automation	\$ 297
SEMRush	Keyword Search	\$ 230
Apollo.io	Contact Database	\$ 50
Canva Pro	Design	\$ 10
Asana	Project Management	\$ 40
Harvest	Time Tracking	\$ 50
Xero	Accounting	\$ 20
Others	Miscellaneous	\$ 200
TOTAL Software		\$1,000

Management Team

Founders	\$20,000
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Contract Labor

Various	\$ 4,000
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TOTAL OPERATING COSTS	\$25,000
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