



My-Kim Nguyen, Mason Goebel, Sydney Kell, Treyson Potts,
Allie Dullum

Our Agency Positioning

For...

The underdog - clientele with potential to grow

We...

Are a full-service agency that offers services in strategy, digital marketing, creative, and social media with a specialty in getting growing brands off the ground.

By...

Focusing on collaboration that inspires outside of the box thinking. At MinneCloud we have our heads above the clouds, no idea is too big or too small. We look forward to soaring your business to the next level.



Consumer Forces

Recent trends in the business world suggest that smaller companies are on the rise, while large corporations are seeing a decline in their market share. One of the main reasons for this shift is the rise of technology and the digital age, which has made it easier and more affordable for small businesses to compete with larger companies.

Additionally, there has been a growing interest in supporting local and independent businesses, as consumers become more conscious of the impact their purchases have on their communities. As a result, small businesses are becoming a more attractive option for entrepreneurs and consumers alike, and the trend is expected to continue in the years to come.

Consumer Forces

Consumers play a crucial role in the business industry today. With the rise of social media and online reviews, consumers have more power than ever before to influence the success of a business.

They can easily share their experiences with a company, both positive and negative, with a wide audience, which can significantly impact a business's reputation and bottom line. This means offering exceptional customer service, personalized experiences, and listening to feedback to continuously improve their offerings.



Audience Challenges

- Rising Above the Noise - The amount of digital marketing and spam has overtaken the internet. Our campaigns must find a way to rise above this digital noise and reach our Audiences.³
- Revising Keywords to Reflect Current Conditions - The amount of sites and searches on the internet continue to increase. Keywords and SEO needs to continue to change to keep our companies at the top.³
- Staying up-to-date on the latest trends & technology - The relevance of social media marketing campaigns are ever changing. It's important to monitor changes within consumers habits and preferences to keep an audience engaged.³



Our Agency Leadership Profiles

People



My-Kim Nguyen - Account Manager

My-Kim's POV: Ensure every voice is heard within this collaborative space. Balancing unique team dynamics with open communication at the forefront while striving to work as one with our clients.

Personal Passion: Finding the best new shows to watch!



Mason Goebel - Creative Director

Mason's POV: To foster a deep understanding of the creative process while creating impactful work for those who are disenfranchised that not only drives business growth but also has a positive impact on society.

Personal Passion: Mason enjoys to make personal social media content in his freetime, especially TikToks.



Sydney Kell - Strategy Manager

Sydney's POV: Effective strategic planning can elicit positive social change that goes beyond simply sending a brand message.

Personal Passion: Creating new playlists on Spotify.



Treyson Potts - Production Manager

Trey's POV: To ensure that all of the pieces are put into place for Minne Cloud to run smoothly and seamlessly.

Personal Passion: Focusing on and improving my personal health!



Allie Dullum - Financial Manager

Allie's POV: Find a healthy balance of effectiveness and efficiency, helping our team to formulate bright ideas without sacrificing financial matters

Personal Passion: Finding the best brunch in Minneapolis!

Our Agency Structure

Agency Structure

- Account Management
 - Acting as the liaison between the client and agency.
 - Handles the advertising strategy and creative brief
- Creative
 - Find the objective of piece
 - Insight, Proposition, Deliverables
- Operations
 - Day to day activities within the agency
 - Overseeing all structures
 - Includes financial responsibilities

Our Agency Capabilities

- Strategy & Insight Development
 - Developing audiences
 - Understanding platforms that ‘make sense’
 - Conducting research that inform insights
- Branding & Identity
 - What makes your brand *your brand?*
 - Developing brand tone
- Media - Traditional & Digital
 - Comprehensive knowledge on a variety of social media platforms (Instagram, Tiktok, Pinterest, etc)
 - Brand growth via traditional media (newspaper, print ads, etc)



Financial Model - Profit

Revenue	100%	\$5,000,000
Salary	51%	\$2,550,000
Related Salary/Benefits	9%	\$450,000
Occupancy/Rent	10%	\$500,000
Operating Expenses	10%	\$500,000
Profit	20%	\$1,000,000

Financial Models - Salaries

Salary and Related Salaries				
	Salary	Related Salary	Number	Total
Partners				
CEO	\$275,000	\$48,529	1	\$323,529
CFO (Financial Manager)	\$250,000	\$44,118	1	\$294,118
President	\$255,000	\$45,000	1	\$300,000
Account				
Account Director	\$130,000	\$22,941	1	\$152,941
Senior Account Manager	\$100,000	\$17,647	2	\$235,294
Account Executive	\$75,000	\$13,235	3	\$264,706
Junior Account Planner	\$60,000	\$10,588	3	\$211,765
Creative				
Creative Director	\$130,000	\$22,941	2	\$305,882
Production Manager	\$85,000	\$15,000	1	\$100,000
Copywriter	\$75,000	\$13,235	3	\$264,706
Junior Graphic Designer	\$65,000	\$11,471	2	\$152,941
Strategy				
Strategy Manager	\$85,000	\$15,000	1	\$100,000
Brand Strategist	\$70,000	\$12,353	2	\$164,706
Other				
HR	\$60,000	\$10,588	1	\$70,588
Receptionist	\$50,000	\$8,824	1	\$58,824
Total	\$910,000	\$311,471	25	\$3,000,000
				\$3,000,000

Financial Model - Revenue

Revenue	Total Possible Billable Hours Per Employee: 2,000				
	Utilization Rate	Billable Hours	Billable Rate (\$/hr)	Employee Count	Expected Revenue
Partners					
CEO	40%	800	\$250	1	\$200,000
CFO (Financial Manager)	40%	800	\$200	1	\$160,000
President	50%	1000	\$310	1	\$310,000
Account					
Account Director	75%	1500	\$200	1	\$300,000
Senior Account Manager	85%	1700	\$150	2	\$510,000
Account Executive	90%	1800	\$100	3	\$540,000
Junior Account Planner	90%	1800	\$50	3	\$270,000
Creative					
Creative Director	75%	1500	\$200	2	\$600,000
Production Manager	85%	1700	\$200	1	\$340,000
Copywriter	90%	1800	\$150	3	\$810,000
Junior Graphic Designer	90%	1800	\$50	2	\$180,000
Strategy					
Strategy Manager	75%	1500	\$100	1	\$150,000
Brand Strategist	90%	1800	\$100	2	\$360,000
Other					
HR	90%	1800	\$100	1	\$180,000
Receptionist	90%	1800	\$50	1	\$90,000
	77%	23100			
	Calculate Average	Calculate Total		Calculate Total	Calculate Total
			Forecast	25	\$5,000,000
			Budget	25	\$5,000,000

Financial Model Reasoning

At MinneCloud, we decided to take on a more junior staff orientation. We have a higher amount of junior staff members and a smaller amount of senior staff members. This allows us to be fully staffed, while still maintaining realistic salary margins and attainable profit goals. This also allows us to maintain a high utilization rate, which is important to our agency as well.

Maintaining a small amount of outstanding senior staff members is essential to our agency because they promote and guide success among the more junior staff members, leading by example everyday.

We want to avoid being a lean agency because we want to avoid straining our team and want to prevent burnout as much as possible.

However, we are still a multi-dimensional agency, as there is room for career growth and leadership development within each department. We find this to be more valuable than a static approach because it gives our staff personal career growth goals that they can tend to.

Thank you!

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Questions?

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Appendix

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