MONKYVISION

12-Month Global Growth Strategy

North America | MENA | Europe

Baseline & Financial Reality

Assumptions

₹14L	₹7.5L	46%	₹80K
Est. Monthly Revenue	Monthly Team Cost (10–12 people, India)	Gross Margin (pre marketing)	Current Marketing Spend / Month

Why ₹14L Revenue?

- Range was ₹8L-₹25L. Midpoint adjusted to ₹14L.
- Assumes 6-8 active retainer clients at ₹60K-₹1.2L avg.
- Upwork & Fiverr adds ₹2-3L in project work.

Sales & Margin

- 90% of sales are founder-dependent.
- Marketing maturity is near zero. Brand unknown globally.
- India cost advantage = 40-55% margin if delivery is tight.
- Goal: Move 30% of revenue to system-driven leads in 12 months.

Strategic Positioning

What Monkyvision is today vs what it must become

TODAY

- ✗ Seen as a freelance vendor, not an agency
- ✗ Wins on price
- ✗ No defined niche. Takes all work.
- ✗ Founder closes most of deals
- ✗ No content, no brand presence online

IN 12 MONTHS

- ✓ Positioned as a "Creative-Tech Partner for Growth-Stage Brands"
- ✓ Niche: Video-first digital for e-commerce and SaaS clients
- ✓ Case-study library proving outcome-driven results
- ✓ SDR and content funnel generates 30% of inbound leads
- ✓ Retainer-first model. Avg deal ₹3L-₹8L/month

Global Go-To-Market

High-ROI channels only. Chosen for team size and budget.

LinkedIn Authority (Founder-Led)

- Founder posts 4x/week: insights, case studies, results
- Target: 5,000 relevant followers in 6 months
- WHY: Lowest cost, highest trust signal for enterprise buyers

Outbound System (Email and LinkedIn DM)

- 200 targeted outreach contacts per week
- Personalized 3-step sequences. No spam blasts.
- WHY: Fastest path to pipeline with zero brand recognition

SEO (Focused, Not Broad)

- Target 15-20 long-tail keywords: 'video agency for Shopify brands'
- Publish 4 in-depth articles/month starting Month 3
- WHY: Compounds over time. Reduces CAC in Year 2.

Paid Channels (Conditional Only)

- No paid ads in first 4 months. Organic first.
- LinkedIn Ads test: ₹50K/month only after 2 deals closed
- WHY: Paid without proof-points burns budget fast.

Enterprise Acquisition System

ICP definition, ABM approach, and how first 5 clients close

North America

D2C e-commerce brands
$2M-$20M revenue
E-commerce Managers / CMOs
Need: Video ads, social content

MENA

Real estate, retail & fintech
Growth-stage, funded startups
Marketing Directors
Need: Brand identity and motion

Europe

SaaS companies, 20-100 employees
Product Marketers / Heads of Growth
Need: Explainer videos, UGC ads

Simple ABM System

- Build target list of 300 companies per region (900 total)
- Rank by signal: hiring for marketing, running ads, funded recently
- Personalised 3-touch outreach: LinkedIn → Email → Follow-up
- Share 1 relevant case study or insight in each touch

First 5 Enterprise Clients: Real Path

- Month 1-2: 200 outreach/week → 4-6 discovery calls
- Month 3-4: 1-2 paid pilots at ₹1.5L (low risk for client)
- Month 5-6: Convert pilots to retainers at ₹3L-₹6L/month
- Each closed deal becomes a case study for the next one

The India Advantage

Low cost. High authority. Executed by current team.

Campaign Concept

Publish 12 short-form videos (1 per month) titled: "How Indian Agencies Are Outperforming US Studios at 30% of the Cost." Each video features real client results, behind-the-scenes process, and outcome data. Posted on LinkedIn + YouTube Shorts.

Why It Works

- Turns cost advantage into a story, not a weakness
- Builds founder authority with proof, not claims
- Western buyers trust data. This gives them exactly that.

How to Execute

- Internal team produces the videos (no extra cost)
- Repurpose into 3 LinkedIn posts and 1 newsletter/month
- Tag featured clients for amplification

Expected Outcome

- 500-1,500 LinkedIn followers by Month 6
- 2-3 inbound discovery calls from campaign alone
- 1 media pickup or podcast invite in 9 months

30 / 60 / 90 Day Execution Plan

Days 1-30

FOUNDATION

- Audit current clients and identify 3 best case studies
- Rebuild LinkedIn profile: clear positioning, niche focus
- Set up outbound CRM (free tier: HubSpot or Clay)
- Define ICP for one region first (North America)
- Start 1 outreach sequence. 50 contacts/day.

Days 31-60

TRACTION

- Begin campaign content production
- Scale outreach to 200/week. Track reply rates.
- Close first paid pilot engagement
- Hire Part-time SDR or train existing team member
- Publish 2 SEO articles on agency website

Days 61-90

MOMENTUM

- Convert pilot to first retainer (₹3L+ target)
- First case study published with real numbers
- Begin MENA outreach sequence
- Weekly LinkedIn content published consistently
- Review metrics. Double what is working. Kill what is not.

Quarterly Growth Roadmap

Q1

Build Base

TARGET REVENUE

₹14L-₹16L / mo

- Outbound system live
- 2 pilots closed
- LinkedIn active

Q2

Win First Client

TARGET REVENUE

₹18L-₹22L / mo

- 2 retainers at ₹3L+
- MENA outreach starts
- SEO content live

Q3

Brand Trust

TARGET REVENUE

₹25L-₹32L / mo

- 3+ case studies published
- Inbound starts
- Europe outreach

Q4

Scale What Works

TARGET REVENUE

₹35L-₹50L / mo

- SDR and AM hired
- LinkedIn Ads test
- 5+ enterprise clients

Team & Scaling Plan

Who to hire, when, and how much. Based on real India market rates.

Current Team Gaps

- No dedicated sales or outreach person
- No content strategist or copywriter
- No account manager for client retention
- Founder wearing 4+ hats simultaneously

Hire 1 - SDR / Outbound Specialist

- Month 2
- ₹35K-₹50K/month
- LinkedIn and email outreach, 200 contacts/week
- Metric: 5 discovery calls booked per week

Hire 2 - Content and Copywriter

- Month 3
- ₹30K-₹45K/month
- LinkedIn posts, case studies, SEO blogs
- Metric: 8 pieces of content per month

Hire 3 - Account Manager

- Month 5-6 (after 3+ clients)
- ₹45K–₹70K/month
- Client relationships, renewals, upsells
- Metric: 90% retention, 1 upsell/quarter

When to Hire vs When to Freelance

- HIRE: If the work is recurring weekly and client-facing
- FREELANCE: If the skill is needed once per project
- Only hire after a role's workload exceeds 20 hrs/week
- Keep freelancer roster for motion graphics, VO, paid media

Maintaining Quality at Scale

- Build SOPs for top 3 deliverable types before Month 2
- Weekly 30-min team quality review.
- NPS score from every client every 60 days
- Promote best internal talent before hiring externally

Financial Strategy: Lean Mode

Monthly budget ₹1L-₹2L. Months 1–4.

Monthly Budget: ₹1,50,000



8-12

Expected Leads / Month

₹60K-₹80K

Expected CAC

1-2

Expected New Clients / Quarter

+40-60%

Revenue Growth by Month 4

Key Assumption

- 1 enterprise retainer at ₹3L/month = full marketing budget recovered in 45 days.

Financial Strategy: Growth Mode

Monthly budget ₹5L-₹8L. From Month 7 onward.

LinkedIn Ads Test	₹1,00,000
SDR Team (2 people)	₹1,00,000
Tools + Tech	₹35,000
Full Content Team (2 hires)	₹1,20,000
Account Manager	₹65,000
Events / Sponsorships	₹80,000

₹40-55L
Target Monthly Revenue by Month 10

3.5x
Expected ROAS on LinkedIn Ads

5-8
Active Enterprise Retainers

55%+
Target Gross Margin

Risks & Fixes

Every small agency hits these walls. Here is how to break through.

⚠️ Brand Trust Gap

- Fix: Build a case study library in Month 1. Use real numbers.
- Add LinkedIn social proof from every client after project end.
- Create a "proof page" on website with testimonials + results.

⚠️ Talent Quality Inconsistency

- Fix: Write SOPs for every repeatable deliverable.
- Do internal peer reviews before any client delivery.
- Hire for attitude, train for skill. Avoid cheap shortcuts.

⚠️ Over-Dependency on Founder

- Fix: SDR takes over outbound by Month 3.
- AM takes over day-to-day client comms by Month 6.
- Founder focuses only on closing new enterprise deals.

⚠️ Delivery Breakdown at Scale

- Fix: Do NOT take on new clients without delivery capacity.
- Hire before you need to, not after you are drowning.
- Cap at 8-10 clients until AM and second PM are in seat.