

Profile number

110231

Marketing agency specializing in online services for the South Holland region with a strong client base experiencing a growth spurt.

Located in

South Holland

Personal data

Sector

Service industry

Type of company

Advertising agency

Legal entity:

Sole Proprietorship

Type of transaction

Assets / liabilities

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 250.000 - € 500.000

Asking price

€ 100.000 - € 250.000

Earnings before taxes

Confidential

Company history/background

The agency was conceived based on the conviction that online marketing is more than clicks, campaigns, and data; it is about experience. While physical stores can stimulate multiple senses, doing so online is more challenging, but certainly not impossible. By carefully aligning strategy, content, design, and technology, a recognizable and engaging brand experience can be created online.

- The complete service package: SEO, SEA, social advertising, content, email, design, and analytics.
- Tailored strategies instead of standard packages.
- Strong regional ties: a trusted partner for entrepreneurs in the region.
- Small and close-knit team with short lines of communication.
- Focus on growth, return, and sustainable customer relationships.

Unique selling points

The agency distinguishes itself through tailor-made solutions: no standard packages, but marketing strategies that align with the goals, challenges, and identity of every entrepreneur. The agency focuses on designing online experiences that work. Some clients receive strategic guidance, while others are completely unburdened: from strategy to execution. The agency is accessible, thinks proactively, and translates complex marketing themes into understandable, practical steps.

As down-to-earth doers, they combine strategy with execution, data with intuition, and results with experience. This makes online marketing human, accessible, and effective.

Other

This concerns an online marketing agency based in South Holland that has been helping SMEs grow online for over 7.5 years. With a team of four marketers, the agency supports approximately fifty active clients in the region and surrounding areas such as Haarlem, Utrecht, Zoetermeer, Alphen aan den Rijn, and Rotterdam.

Ideally, the buyer is a party that wants to grow, can handle the subscription model (40% of revenue) of this agency well, and also recognizes the significant opportunities in expanding the portfolio.