

Agency Org Structure Planner

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs an org structure for your agency at its current size — roles, pods vs departments, reporting lines and what to hire next. Use it when growth is straining a flat team. For hiring specifics use the Hiring Plan Builder.

Purpose of this tool & output

Design roles and reporting as your agency grows

How the output is used

Use it to design roles and reporting as your agency grows — the org structure that scales delivery without chaos.

Important cautions

Structure should follow client mix and margins.

Companion documents

- Marketing Agency Setup Guide
- Agency Business Plan
- Agency Positioning Statement
- Service Productization Planner
- Agency Niche Selector
- Agency Feasibility Study

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.