

Marketing Agency Setup Guide

Marketing & Advertising

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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

Produces a structured setup plan to launch a marketing/advertising agency in India — entity choice, registrations (GST, MSME, professional tax), tooling, service lineup, first-client plan and a launch checklist. Use it when starting an agency. For a full investor-ready plan use the Agency Business Plan.

Purpose of this tool & output

Step-by-step plan to launch a marketing or ad agency in India

How the output is used

Use it as your first roadmap to launch a marketing or ad agency in India — the model, entity, services, pricing and first clients.

Important cautions

Verify current registration thresholds; consult a CA/CS for entity setup.

Companion documents

- Agency Business Plan
- Agency Positioning Statement
- Service Productization Planner
- Agency Niche Selector
- Agency Feasibility Study
- Agency Operations SOP

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.