

Marketing Agency Business for Sale Auckland



For Sale

Location: **Auckland**
Asking: **\$1,550,000**
Type: **Services-Professional**

High-Growth Performance Marketing Agency \$1.55M

An exceptional opportunity to acquire a market-leading digital performance marketing agency with strong recurring revenue, elite talent, and minimal owner dependence. This is a mature, systemised business operating nationally with a fully remote model and an outstanding reputation.

The agency specialises in revenue-driven digital marketing for high-value clients and is recognised for delivering measurable growth across complex buying journeys.

Key Highlights

- Forecast FY2026 revenue circa \$1.23M
- Notional EBIT circa \$413K
- Owner earnings exceeding \$400K p.a.
- Over 90% of revenue from long-term monthly retainers
- 44 active retainer clients with strong contractual continuity
- 45% revenue growth and 55%+ gross profit growth in the current year
- Fully systemised operation with documented SOPs
- Minimal owner involvement required
- unique market position.

This business sits at the premium end of the digital agency market through a rare combination of:

- Senior-only delivery team (no juniors, no dilution of quality)
- Deep specialisation in high-ticket lead generation
- Enterprise-level analytics, attribution, and funnel architecture
- Exceptional client retention and 9-year history of 5-star reviews
- Unique Expertise in GEO (Generative Engine Optimisation)

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A standout differentiator is the agency's early-mover capability in GEO - Generative Engine Optimisation, positioning clients for visibility and authority inside AI-driven search and recommendation platforms such as ChatGPT, Gemini, Perplexity, and other LLM-based discovery engines.

This includes:

- Optimising content for AI-based retrieval and citation
- Structuring data and content for LLM consumption
- GEO-specific authority building strategies
- Integration of SEO + GEO for future-proof digital visibility
- Advisory capability few agencies in New Zealand currently offer

This places the business at the forefront of next-generation search and gives buyers immediate credibility in one of the fastest-emerging areas of digital marketing.

Service Offering

- Digital strategy & revenue architecture
- Advanced SEO & Enterprise SEO
- GEO (Generative Engine Optimisation)
- Google Ads & SEM
- Paid social across Meta, TikTok, LinkedIn, YouTube
- CRO & funnel optimisation
- Attribution modelling & analytics
- CRM and marketing automation integrations
- Web development & high-conversion landing environments
- AI & martech advisory

Team & Operations:

- 14 team members (9 FTE equivalents)
- All NZ-based, fully remote workforce
- Highly stable, senior-level delivery capability
- Business operates independently of owner on a day-to-day basis

Ideal Buyer Profile:

- Digital agency owners seeking a premium bolt-on acquisition
- Marketing groups wanting instant scale and specialist capability
- Entrepreneurs seeking a high-margin, cash-flow-positive acquisition
- Buyers wanting exposure to GEO and AI-led marketing services

Transition Support includes structured handover support, with extended involvement available by mutual agreement.

A rare opportunity to acquire a premium, future-ready digital agency with strong cashflow, elite reputation, and leading-edge GEO capability.