SEO Agency: $15,000 in Monthly Service Revenue in Four Months

This is a fictional scenario with modeled figures, not actual client results.

The Challenge

A boutique SEO agency's clients were asking why competitors appeared in AI recommendations when their own brands barely showed up.

The agency managed search campaigns for software companies and consumer brands. Its team could fix a website, write a comparison page, and explain a rankings report. Running a useful Reddit program required a different set of skills, plus time the account managers did not have.

The owner wanted an AI visibility service that existing clients would buy. Hiring a community specialist before anyone signed a contract would put the agency's margin under pressure.

The Solution

Launch Club supplied the research, writing, publishing, and reporting behind a service the agency could sell under its own brand.

The agency started with two clients. Together, the teams chose buying questions that connected to real products and services: which platform fits a small team, how two options compare, and what a buyer should check before switching.

Launch Club found relevant discussions and drafted responses that answered those questions. The agency reviewed every batch before publication. Commercial relationships were disclosed where content promoted a client, and the team followed each community's rules.

After the first reporting cycles, the agency added three more clients. It kept the same monthly scope and price for all five accounts so the owner could see whether the service made money.

The first two accounts gave the owner a way to test the offer on a monthly bill. The client paid the agency, the agency paid Launch Club for delivery, and the account manager stayed responsible for approving the work for that client. Before offering it to a third client, the owner could inspect both the published work and what remained from the fee to pay for the agency's own time.

The Work

- A defined offer: Each client bought a $3,000 monthly package. Launch Club's delivery cost was $1,500 per client. The agency handled sales, approvals, and the client relationship.
- A baseline for all five clients: Clients joined at different times. Each account received its own baseline before publishing began. The month-four report pooled 200 prompt checks across all five accounts and the selected AI platforms. Someone reviewing the newest account could compare it with its own starting answers. The combined report showed the owner how often the selected AI tools recommended any of the clients across the questions the agency tracked.
- Weekly content batches: Launch Club researched discussions, drafted useful answers, and prepared new posts where the community allowed them. The agency could edit or reject anything before it went live. For a software comparison, the account manager could read the original question alongside the proposed answer. A buyer asking about switching platforms might need migration requirements. A reply about features alone could go back for revision before it reached the discussion.
- Product details buyers could verify: Responses explained features, limits, and use cases using the client's approved documentation. The team avoided invented customer experiences and unsupported comparisons.
- Reporting for account managers: Reports included live links, published activity, and results from the same prompt checks. Account managers used those reports in their regular client reviews. The live link let the client read the exchange in context. The saved prompt result let the account manager show what the AI tool recommended at the review date. Each answered a separate question the client might ask on the same call.

The Results

- Five paying accounts produced $15,000 in monthly service revenue, up from two pilot accounts generating $6,000.
- Monthly delivery costs reached $7,500. The agency retained $7,500 before its internal sales, account management, and overhead costs, a 50% margin on outsourced delivery.
- At the pooled month-four snapshot, client recommendations appeared in 52 of 200 prompt checks, compared with eight across their individual starting baselines. Coverage rose from 4% to 26%, a gain of 22 percentage points. The later clients had shorter publishing histories.
- The agency added no production hires during the pilot. Its account managers continued to handle approvals and client calls.

Adding three accounts brought in $9,000 more per month and added $4,500 to the delivery bill. That left an additional $4,500 to cover the agency's own costs. On the same terms, each additional account would leave $1,500 a month for sales time, approvals, account management and overhead before the owner could take a profit.

The pooled checks produced 44 more recommendations than the combined baselines. A prospective client could inspect the prompt examples behind that number. An account that joined late had less publishing history to review, so the agency would show its own starting date and results when discussing that account's progress.

AI recommendation coverage · pooled client snapshots



Illustrative data: fictional scenario with modeled monthly history.
Pooled client baselines; staggered starts.