

Social media marketing agency owner

You run social media and ads for local businesses for a monthly fee. Finding and keeping clients is the job.

TYPICAL INCOME

\$5,000

a year, varies widely

INCOME RANGE

\$0 to \$120k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home or a small office, working for local businesses such as dentists, gyms, contractors and restaurants

How you get there

- 1 Learn one skill properly** 3 to 6 months
Paid ads, short video or local search. Practise on your own accounts or a family business until you can show results.
- 2 Get proof** 1 to 3 months
Do one or two projects cheaply or free in exchange for a testimonial and real numbers.
- 3 Pick a niche and start outreach** 3 to 12 months
Calls, walk-ins, referrals and carefully targeted emails. Expect most to get no reply.
- 4 Keep clients** 1 to 2 years
Monthly reports that show customers and sales, not likes. Retention is where the money is.
- 5 Hire or stay small** Ongoing
Some hire freelancers and grow. Many decide a marketing job pays more reliably.

Pros and cons

- + Very cheap to start, no stock or office needed
- + You learn sales and marketing, which every employer values
- + Work from anywhere once clients trust you
- Most starters never sign a steady paying client
- Clients cancel often and with little notice
- Strict anti-spam law limits the cold email that courses teach

Good to know

Canada pushed its spammers off the world list

The government says that since 2019 no Canadian organization has appeared on the international list of the world's top 100 spamming operations. Before the anti-spam law came in 2014, some did.

Finding clients is the hardest part, even for real agencies

In the 2025 BenchPress survey of agencies, 46% named winning new business as their biggest problem, up from 27% two years earlier.

Optional boosts

Paid ads. Sales calls. Short video. French.

Where these numbers come from

Government of Canada: Canada's anti-spam legislation
Canadian Radio-television and Telecommunications Commission: anti-spam legislation
Promethean Research: How profitable are digital agencies (2026 State of Digital Services)
Productive: BenchPress 2025 agency survey key findings

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/marketing-agency-owner>



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