



THE WHITE-LABEL ADVANTAGE: A MASTERCLASS FOR AGENCIES SEEKING SUSTAINABLE REVENUE GROWTH

PRESENTED BY:

Joe Brannon, Founder and CEO of textLIVING

Samantha Pyle, Founder and CEO of Green Apple Strategy



ROAD MAP

Insights and Takeaways for Agencies
Looking to White-Label Software

Additional Resources



WHITE-LABEL SOFTWARE: A NEW OPPORTUNITY FOR MARKETING AGENCIES

- ✓ **Recurring Revenue:** Generate consistent income through software solutions with higher profit margins than traditional service-based models.
- ✓ **Rapid Scalability:** White-labeling software allows you to create an offering that is easier to scale than building a team of knowledge workers for traditional services.
- ✓ **Enhanced Marketing:** Leverage expertise in marketing to effectively promote and grow the white-labeled software service.

WHITE-LABEL SOFTWARE: A NEW OPPORTUNITY FOR MARKETING AGENCIES

- ✓ **Competitive Advantage:** Stand out in the market by combining marketing expertise with innovative software solutions.
- ✓ **Creative Campaigns:** Help clients develop stronger and more effective marketing campaigns through the platform.

FACTORS TO CONSIDER WHEN EVALUATING WHITE-LABEL SOFTWARE

- **Branding Integrity:** Ensure the white-label platform aligns with and enhances your agency's brand image.
- **Client Value:** Evaluate if the platform offers tools to boost client revenue and foster stronger client relationships.
- **Product Advancement:** Confirm the software's commitment to innovation by asking for a robust product roadmap.
- **Technical Support:** To avoid potential disruptions, assess the white-label company's technology support capabilities.
- **Risk Mitigation:** Recognize the importance of reliable customer support in preventing client dissatisfaction and potential revenue loss.

AGENCY QUESTIONS TO EVALUATE WHITE-LABEL SOFTWARE

Here are some insightful questions that a marketing agency should ask before partnering with a white-label software platform:

Customization and Branding:

- Can the platform be customized to fit our brand and our clients' brands?
- Can we easily incorporate our branding elements, such as logo, font family, color palette, and other brand standards?

Technical Support and Maintenance:

- What kind of technical support do you provide, both during the initial setup and for ongoing maintenance?
- How frequently do you release updates, and how are these updates managed for clients?

AGENCY QUESTIONS TO EVALUATE WHITE-LABEL SOFTWARE

Training and Onboarding:

- What kind of training and onboarding support do you provide to ensure our team can effectively use and promote the platform?
- Are there resources available to help us educate our clients about the benefits and features of the platform?

User Experience and Interface:

- How intuitive is the platform for end-users, and can it be easily customized to meet specific user needs?
- What feedback mechanisms are in place to continuously improve the user experience?



WHEN IT COMES TO MANAGING A WHITE-LABEL SOFTWARE BUSINESS, CLOSING A CUSTOMER IS ONLY ONE PART OF BUILDING A SUCCESSFUL COMPANY. IT'S MORE IMPORTANT THAT YOU KEEP CUSTOMERS FOR YEARS.

-JOE BRANNON, CEO AND FOUNDER





ANY MARKETING AGENCY THAT
ESPECIALLY WANTS TO FOCUS ON
THE HOSPITALITY INDUSTRY, THIS IS
A SERVICE THEY HAVE TO OFFER.

- SAMANTHA PYLE

FOUNDER AND CEO OF GREEN APPLE STRATEGY

7 REASONS EVERY BUSINESS NEEDS TEXT MARKETING TO INCREASE CUSTOMER LOYALTY

More than 10,000 merchants use our customer loyalty platform.

Here are a few specific ways we've seen text marketing make a direct impact on customer loyalty:

1. Creates an opportunity for instant and direct communication.
2. Enhances customer retention with relevant rewards.
3. Provides a proven way to quickly increase sales.
4. Offers improved customer insights.
5. Gives small, local businesses to compete with national companies.
6. Serves as a cost-effective solution for small businesses.
7. Generates higher redemption rates.



TEXT MARKETING AND CUSTOMER LOYALTY STATS EVERY AGENCY SHOULD KNOW

90%

of customers have gained value from SMS loyalty programs. ([Source](#))

81%

of consumers agree that a loyalty program membership influences their likelihood of purchasing a product. ([Source](#))

47%

of restaurant loyalty members use their memberships several times a month. ([Source](#))

71%

of consumers want to communicate with businesses via text message. ([Source](#))



TEXT MARKETING AND CUSTOMER LOYALTY STATS EVERY AGENCY SHOULD KNOW



90%

of text messages are read within three minutes of being sent. ([Source](#))

98%

is the open rate for text messages, 5x higher than the average email open rate ([Source](#))

75%

of consumers want to receive texts with special offers. ([Source](#))

Texted coupons are redeemed **10x more often** than traditional coupons. ([Source](#))

textLIVING Case Studies

Here's an in-depth look at the impact our platform has made across various industries:

- [Restaurant Text Marketing Case Study](#)
- [Retail Customer Loyalty Case Study](#)
- [Frozen Yogurt Retention Case Study](#)



MORE RESOURCES TO EXPLORE

- [Income Forecasting Spreadsheet](#)
- [ProTalks Episode 5: The Power of a Customer Loyalty and Text Communication Platform for Revenue Generation](#)
- [Explore our entire library of resources.](#)



Schedule a free demo of textLIVING's
marketing software.

textliving.com

