

✉ Campaigner

Get closer to your customers with white label email marketing



Introduction

At Campaigner, we've helped hundreds of digital agencies, software providers and entrepreneurs implement effective and profitable white label email solutions. However, success with white label email often takes more than just launching an email platform under your brand name and then trying to compete against established companies in a crowded software space.

Our most successful white label clients understand and embrace the idea that white label email isn't just a new product for their business. It's a tool that helps them become vital and indispensable to their customers.



Just what is white label email marketing?

It's the rebranding and reselling of an email platform. The reseller can apply his or her colors and logo to the existing email interface or use API calls to integrate email features into an existing platform or new interface. The white label reseller gets the email at a steep discount and then sets his or her own pricing.

Example: Rebranded Interface

This whitelabel is for digital agencies and entrepreneurs who are looking for a digital messaging platform to offer to their customers. We assume you understand the unrivaled ROI and value of email as a marketing channel.

Our mission here is to draw on our own white label customers' experiences to help better explain how white label email marketing can help your business grow.

The screenshot shows a dashboard titled "YOUR BUSINESS" with a navigation menu including Dashboard, Email Campaigns, Library, Contacts, Lists, Autoresponders, Experiments, E-commerce, Forms, Workflows, and Reports. The main content area is titled "Dashboard" and features three buttons: "Add Contacts", "New Email Campaign", and "New Sign Up Form". Below these buttons is a section titled "Recently Modified Campaigns" containing a table with the following data:

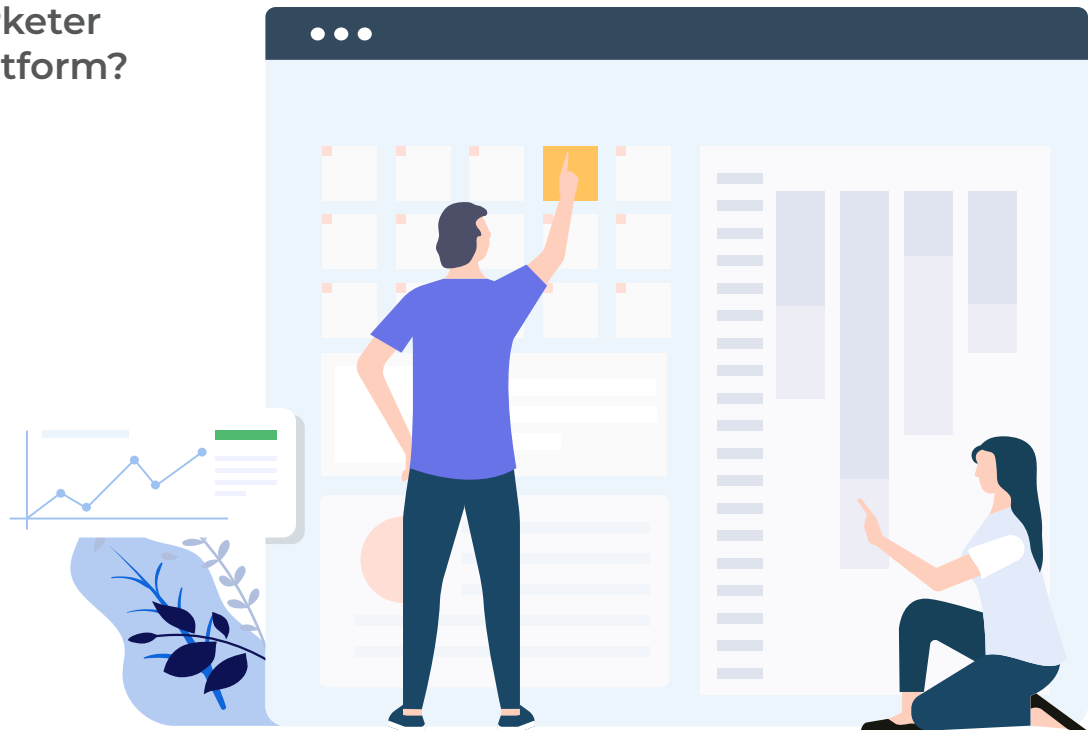
Name	Status	Last Updated	Last Sent
Friday, June 14 2019	Draft	Jun 11, 2019 2:06 PM	Not sent
Friday, June 7 2019	Sent	Jun 7, 2019 4:55 PM	Jun 7, 2019 9:00 PM
End of Month May	Sent	May 31, 2019 8:29 PM	May 31, 2019 9:00 PM
Friday, May 24, 2019	Sent	May 24, 2019 6:29 PM	May 24, 2019 9:00 PM
Friday, May 17, 2019	Sent	May 17, 2019 7:44 PM	May 17, 2019 9:00 PM

It's not the product. It's your brand that ultimately counts.

Before you launch a white label email service, consider your unique selling proposition. Email marketing is an established industry with many providers covering the whole spectrum of price points and features. Granted, you won't be successful if your email platform's features and functions can't compete with other providers. But "me too" isn't enough to win business.

You won't get far if your plan is to just launch the product under a new name. Remember you will be selling a product that is already being re-sold by other businesses.

Why should a marketer use your email platform?



We've seen several different approaches to finding a successful (and profitable) niche. Many of our white label clients have used a combination of two or more of these selling propositions.



Bundled with services

Agencies that run a lot of managed campaigns for clients find that white label email provides a nice bump in revenue. Before switching to white label email, these resellers previously had partnership arrangements with several other email providers. But the agencies found that they had to master several different platforms and the “partnership” revenue just didn’t amount to very much when they were really doing all the work.

Once they launch white label email, the main selling point remains their expertise in driving results and revenue with an email strategy. The main difference is that instead of sending the client’s money to a third party, the cost for the email marketing send is rolled into the price of the services, a nifty little bump.



Industry expertise

Similar to expertise with email, some agencies are successful with white label email because they know their clients’ industry very well. Again, the main draw for winning and retaining new clients isn’t based entirely on the features and functions of the agency’s white labeled email product.

Clients sign with the agency because they know it will produce results for them with custom strategies and managed campaigns. A robust email platform with advanced, industry-relevant features is just a nice (revenue-producing) bonus.



Value added through integration

Here's a value proposition where the software does take center stage. In this model, the agency uses API calls to integrate the white label email platform with some other platform. This can be an in-house analytics dashboard, or proprietary CRM, or it can be another third party platform.

The key to success with this proposition is to build an integration that customers can't or won't build themselves. The value then becomes not just the email marketing platform, but email as an added value to other software. A major advantage to this business model is the ability to set prices at a higher rate than just offering marketing software alone.

These ventures have proven especially successful when the integration produces a seamlessly integrated product that is essential to a particular industry, such as ticketing or niche point-of-sale software.

The path to Indispensability

Okay, so why is all this worth it? We've seen time and again how a well-implemented white label email strategy creates better customers who spend more and stay longer. We've identified some reasons for this improved lifetime customer value.



One provider to rule them all

As an agency responsible for a client's marketing strategy and the technology provider, you essentially become a one-stop shop for your customer. That means you will have more frequent contact with your clients. More contact means a better and deeper relationship.

Likewise, in addition to relying on you for campaign management and strategy, customers rely on your agency as their software provider. The more billable services you provide, the harder you are to replace.



Their data is your currency

By controlling and owning your client's marketing software, you have dominion over their most valuable assets: their metrics and analytics. The data belongs to your client, but the fact that it's all housed in your software helps solidify your client's dependency on your organization for marketing.

This data "control" is a subtle but important factor in helping develop client "stickiness."



You are the expert

Email marketing software is a powerful tool. While providers have many of the same offerings, they all take a slightly different approach to implementation. With a white labeled email platform, you will quickly become an expert on how your system works.

Your clients will trust your expertise with the system and they won't get frustrated when they have to go to a third party for help with simple questions or tech support. Your customers will have a relationship with you and they'll be glad to have you as a resource instead of being left to the whims of a large anonymous email marketing company.

Opportunity for growth

White label email marketing allows your agency to get an edge over your competition, delight your clients and increase your revenue. Our most successful clients built a white label strategy around a unique selling proposition and then used their email product to deepen and enhance their relationship with clients.

We invite you to explore whether white label is a good fit for your agency.



See why 100,000 businesses trust Campaigner

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