



VENDASTA PARTNER CASE STUDY

How to Grow a Digital Agency: Boost Your Revenue by 237%

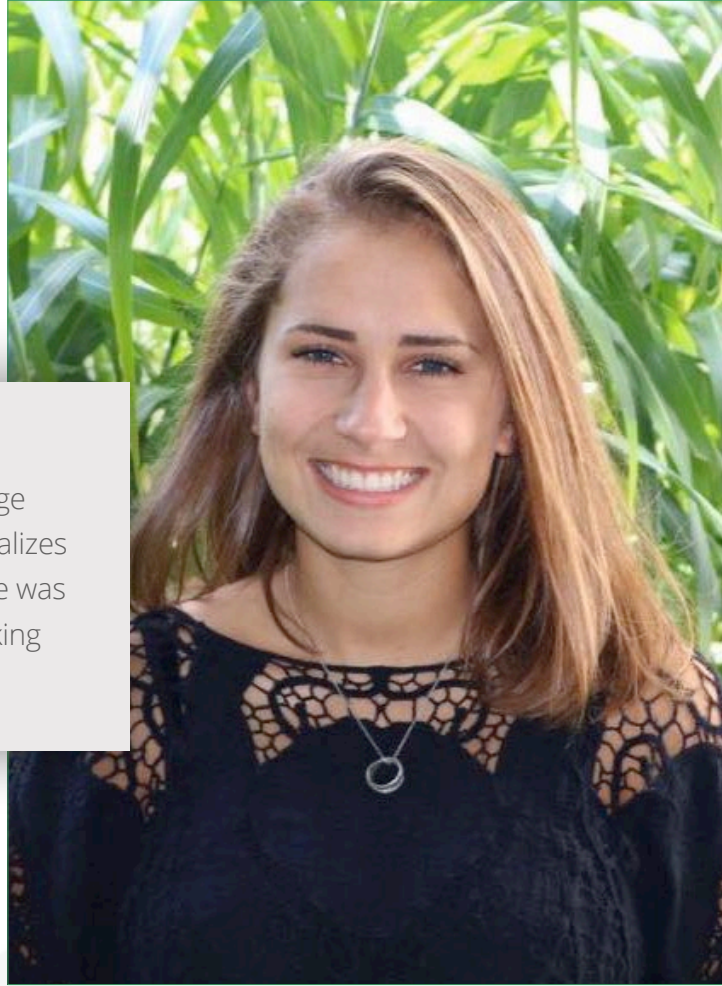
Three Vendasta Partner Success Stories

"Growing a digital marketing agency in a saturated field with limited resources should be impossible, but with Vendasta it's a reality. Their team and especially their Partner Development Manager program are game-changers."

- Julia Manaraze
CEO and Founder, Promoticon LLC



Part One: Promoticon LLC



Background

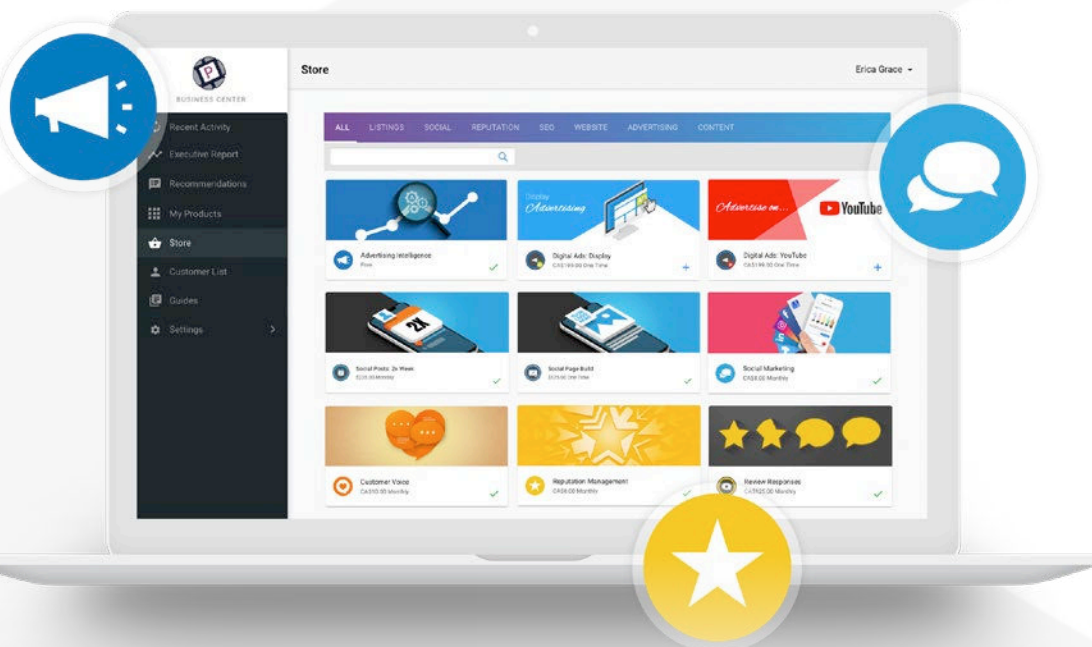
This one-woman digital agency was founded by a recent college graduate in Delaware. CEO and founder, Julia Manaraze specializes in social media management and digital advertising. Manaraze was unfulfilled working only in the real estate vertical and was looking for ways to expand her business outside of that.

Objectives

Manaraze was having some cash flow issues and needed help to make Vendasta work for her. The primary goal of this partnership was to grow her business in a new direction.

By signing on with Vendasta, Promoticon LLC hoped to:

- Grow their business
- Get new clients outside of the real estate vertical
- Offer all clients a variety of digital marketing solutions



Approach

Vendasta Marketplace

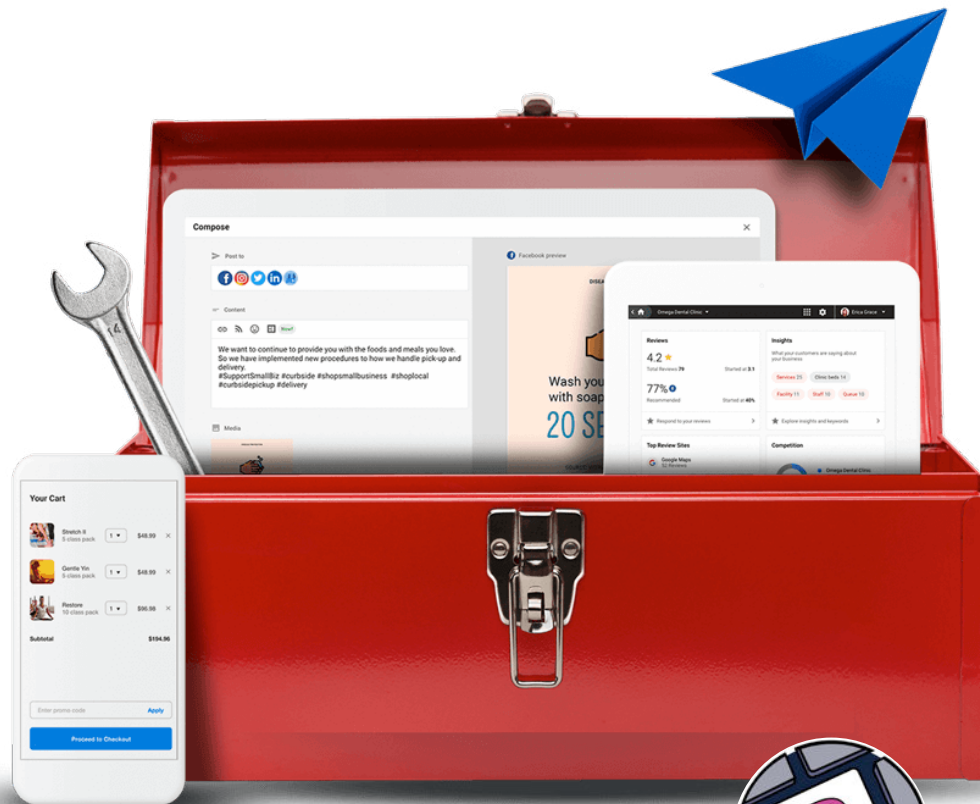
Promoticon used Marketplace to build tiered product bundles that are vertical-specific. Manaraze also tested out Marketplace solutions within her own company to better understand the products.

Local Online Toolkit

This toolkit offers small clients the opportunity to test out Vendasta products such as Online Reputation Management for free. Manaraze paired this with other Marketplace solutions to make an impact for her small business clients.

Execution

Expanding into the beauty services vertical in addition to the real estate vertical she could easily predict what products these businesses would need. Manaraze created tiered product bundles that were specific to the verticals she chose to serve. These bundles were priced as “good, better, and best” and had corresponding pricing and products.



Results

Promoticon's gross marketplace revenue went from \$925 in February when they started with Vendasta to nearly \$3500 in October 2021. Promoticon also boasts an almost perfect client retention rate.

\$925 → **\$3500**
February 2021 gross marketplace revenue October 2021 gross marketplace revenue

Part Two: Ghost Marketing Agency



This section is based on a true client case study. Names have been changed to protect the partner's white-label relationship with Vendasta.

Background

Frank James is a business consultant from Virginia. He has consulted with small and medium-sized businesses (SMBs) on branding and idea generation, sales training, and financial forecasting. James partnered with Vendasta in 2016 to outsource some marketing functions.

Objectives

James needed assistance so that he could focus on growing his business and expanding his client network. By signing on with Vendasta, Ghost Marketing Agency hoped to:

- Offer a full array of digital marketing solutions
- Streamline business processes
- Outsource time-consuming marketing functions

Approach

[Snapshot Report](#)

The Ghost Marketing Agency team uses Snapshot Report for its capability to perform a comprehensive analysis of their client's online presence.

Did you know? Vendasta partners who use more than 100 percent of their monthly allotment of snapshot reports achieve **18 times more** pipeline revenue than those who use less than 50 percent of their allotment. These high performing partners also close **2.9 times more** business opportunities than partners who are running less than 50 percent of their monthly snapshot reports.

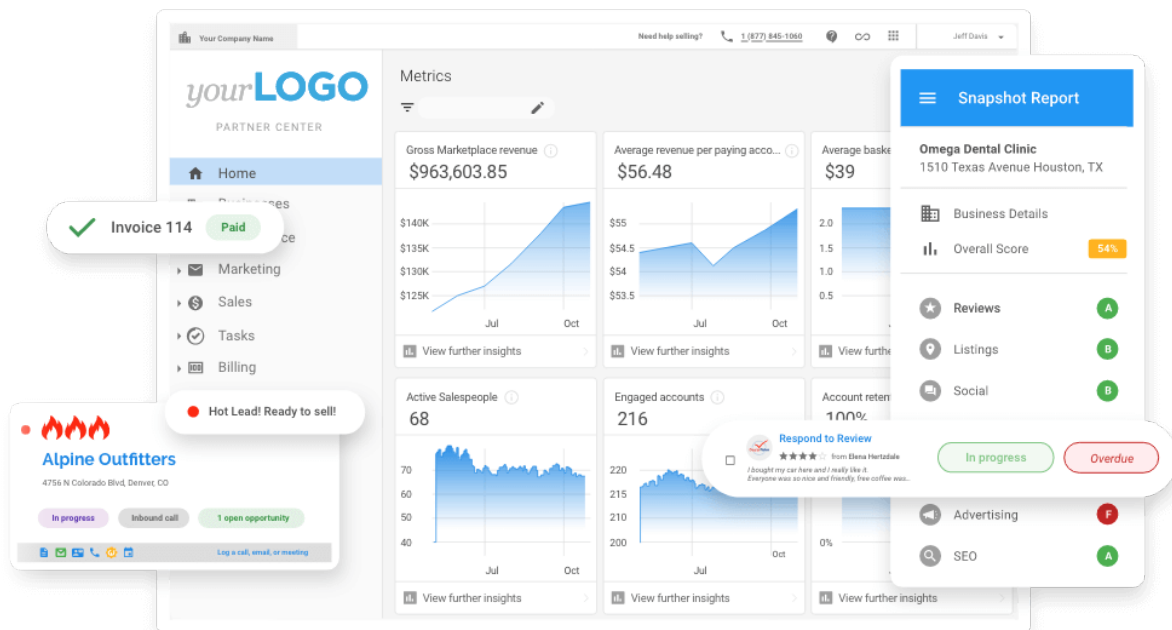


Marketing Services

Fulfillment of marketing functions is always going to be time-consuming. Understanding James' goal to outsource these tasks, Vendasta was able to offer not only a team for fulfillment but also digital marketing experts to help strategize digital ad sales.

Business App

James wanted to use Vendasta's Business App to showcase his clients' success. This dashboard includes accessible reporting and it is white-labeled under the Ghost Marketing Agency brand. With this reporting tool, James can easily show his clients proof of performance.



Execution

James and his team wanted to show clients the value that Marketplace offered. They worked closely with digital experts at Vendasta to strategize how to best provide value to clients with solutions the clients hadn't yet realized they needed.

Results

Prior to signing on with Vendasta Ghost Marketing Agency was pulling in \$17,000 in quarterly revenue. After partnering with Vendasta they reached more than \$30,000 in revenue for that quarter. The partnership resulted in an impressive 77 percent growth rate.

\$17,000 → **\$30,000**
Pre-Vendasta **With Vendasta**
quarterly revenue **quarterly revenue**

Part Three: Can-do Marketing

Background

With 20 years of industry experience, this Canadian digital advertising and marketing media firm specializes in custom ad campaigns for SMBs. Can-do Marketing joined Vendasta in July of 2020 on an [Essentials subscription tier](#).



*This section is based on a true client case study.
Names have been changed to protect the partner's
white-label relationship with Vendasta.*

Objectives

Can-do Marketing saw a market gap in quality full-service media providers. SMBs were suffering because of this and Can-do Marketing wanted to fill that gap by expanding its scope.

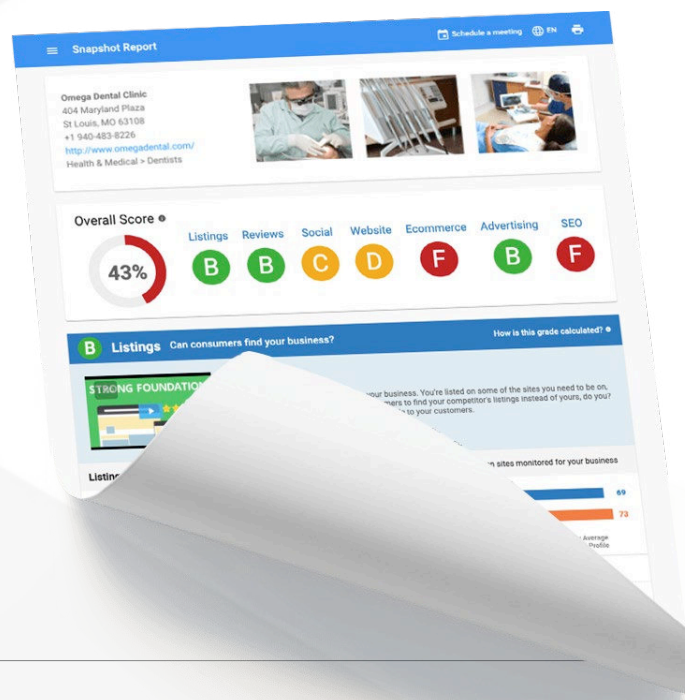
By signing on with Vendasta, Can-do Marketing hoped to:

- Offer a wider variety of products and services
- Better serve current clients
- Appeal to a larger audience

Approach

[Snapshot Report](#)

Can-do Marketing uses Vendasta's Snapshot Report as a health check tool to identify client needs. This is an important part of their process before sending out a digital advertising campaign.

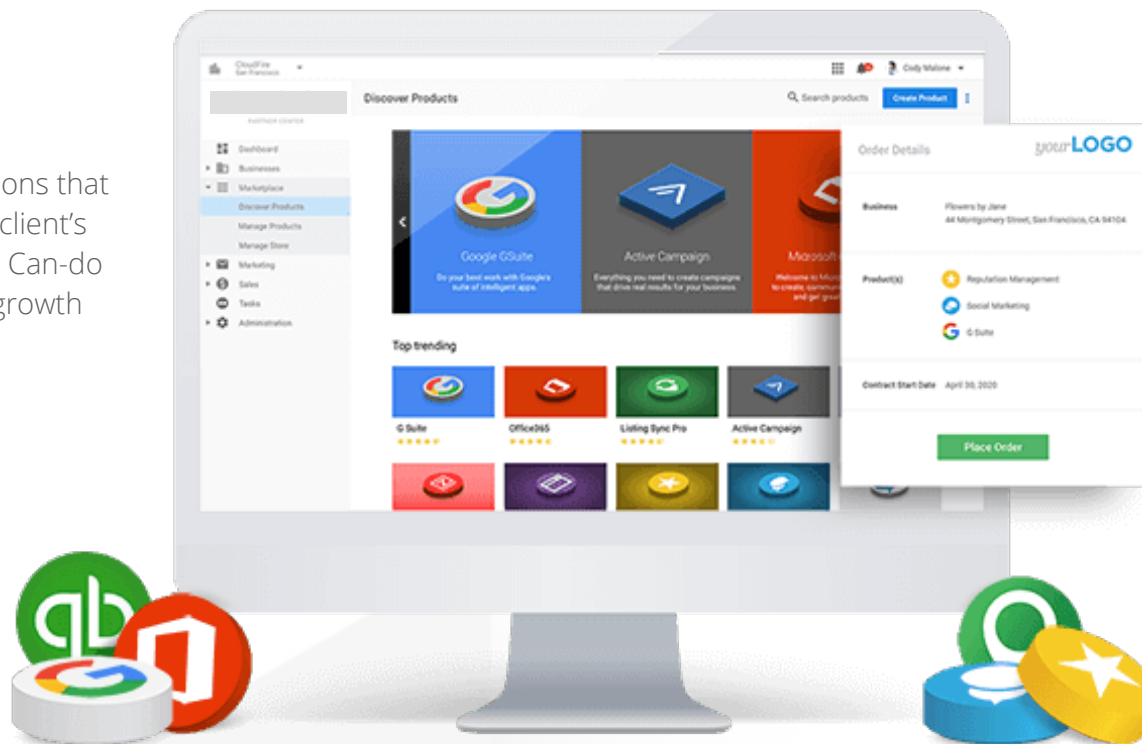


Marketing Services

Can-do Marketing saves time by outsourcing digital advertising fulfillment tasks to Vendasta Marketing Services. They can now use that time to train and educate their sales staff on the benefits of search engine optimization (SEO) in digital ads as well as the power of listing sites in SEO.

Vendasta Marketplace

Marketplace offers 200+ solutions that are tailored to each individual client's needs. These products helped Can-do Marketing better understand growth opportunities in their market.



Execution

The team at Can-do Marketing requested regular training sessions with their Partner Development Manager at Vendasta. This was meant to educate them on the benefits of Marketplace products and the foundational Online Toolkit so that they could provide more value to their clients. With a better grasp of the available products, the Can-do Marketing team is more equipped to tailor solutions to their client's needs.

Results

By leaning on Vendasta experts, Can-do Marketing was able to better train their staff and offer a well-rounded stack of solutions to their clients. With Vendasta, Can-do Marketing more than doubled their expansion revenue from July to August 2021.

2X

**expansion revenue
from July to August**

Conclusion

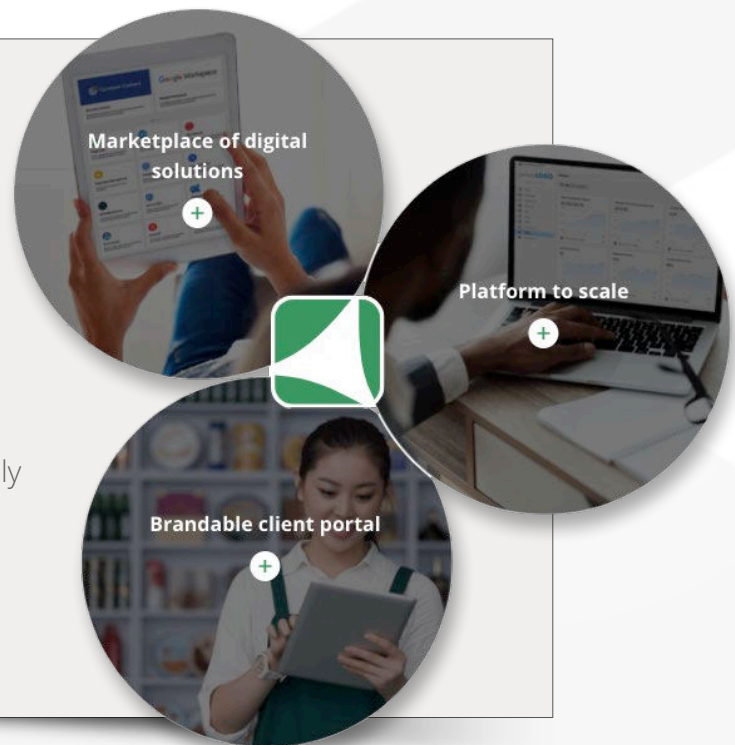
Throughout all of these case studies, growth is a clear theme. All three of these businesses needed to find a way to increase their monthly recurring revenue without stretching themselves too thin. An online Marketplace with over 200 unique products served them all differently. Where one business might focus on websites, another might focus on search engine optimization.

The Vendasta Marketplace makes it easy to tailor product bundles to individual client needs. Vendasta Marketing Services saves time that would otherwise be spent on fulfillment tasks and also provides a team of experts that partners can rely on for strategy development. Reporting dashboards and tools help digital marketers paint a proof of performance picture for their clients. All of these tools, products, and services help Vendasta partners to better serve their clients and provide a much needed boost to their own bottom lines.

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