



# White Label Partnership Assessment

Unsure of what type of white label relationship your agency needs? Partnerships come in all different forms. Walk through the assessment below to find out.

Yes	Sometimes	No	I'm looking for...
1	2	3	A partner who can help me onboard my clients.
1	2	3	A partner who can do a deep dive and develop a complete strategy for my client's campaigns.
1	2	3	A partner who can compliment my own team and represent my agency client-facing.
1	2	3	A partner who will be fulfilling all tasks as outlined in the strategy.
1	2	3	A partner who can conduct client meetings as handle all client emails for the campaign.
1	2	3	A partner who has a complete management structure internally who can handle client fires.
1	2	3	A partner who provides monthly reporting that I can use client-facing.
1	2	3	A partner who provides sales support with custom quotes that fit within my current service offerings.
1	2	3	A partner who will help me develop packages to sell to my clients.
1	2	3	A partner who can have weekly team meetings so I have a complete understanding of the campaign.
1	2	3	I'm not interested in being a part of the client management and I just want to sell.

**Mostly 1's** - You're probably an agency with 5 or less employees or you're new to digital marketing and need an all-in-one solution. Your ideal partnership is one where you sell, and the white label partner takes care of your client from onboarding through day-to-day management. You'll want to find a partner who has a strong internal structure for overall client success and happiness as they'll be a big part of your own agency's reputation. You're looking for **complete fulfillment**.

**Mostly 2's** - You're a mid-size agency that needs a partner to help with your current team's efforts. Whether complimenting them or being an extension of your agency, you need your white label partnership to be flexible based on the client. Finding an agency that is great at communication and collaboration is going to be important as you might not need them in the same way for each client. You're looking for a flexible **strategic partnership**.

**Mostly 3's** - You're a mid-size to larger agency that has client-facing Account Managers and Strategists already. Your partnership might not encompass most of the client success aspects, but don't let that mean you shouldn't choose an agency with excellent communication skills. You're going to want to find a team that is highly organized and transparent with their communication to prep you for any question your client might have. Team meetings will be a staple in your normal workflow. You're looking for **fulfillment only**.

