


White label PPC





Running a business has its ups and downs. On the plus side, you're in control of your workload, you make your own rules, and you know what you're working towards.

But on the down side, you face a lot of challenges, like finding ways to offer a wider range of services to your customers and securing additional regular income without increasing your workload.

The simple solution is outsourcing.

Depending on the industry you're in, the services you choose to outsource will vary. But if you're a provider of web-based services—for example, web design or hosting—it makes sense to add outsourced e-marketing services to your offering.

With debbidoo's white label PPC packages, you can relax in the knowledge that your customers are receiving a great service, while you retain complete control over your customer relationships. You can decide how much you'll earn, and what's more, your workload will barely increase at all.

Your customer relationships are precious to you, and you're absolutely right to guard them as if they were the crown jewels.

So when you outsource, you'll want to be reassured that your decision to do so won't adversely affect your customer relationships.

When you use debbidoo's white label PPC services, we work hard in the background, enabling you to offer added value to your customers without them ever needing to know you outsource.

We'll restyle all of our product documentation to reflect your brand visuals, so you can resell our products as if they're your own (you can even rename them, if you like). And we'll only ever communicate with your customers through you—so you stay in control of your customer relationships.


With debbidoo's white label PPC packages, the amount of regular income you make is entirely up to you.

We'll charge you our standard PPC package fees as follows:

- ⇒ PPC Lite: £245 one-off setup fee, plus a monthly management fee of £245
- ⇒ PPC Full: £495 one-off setup fee, plus a monthly management fee of £495

It's then up to you to decide how much to charge your customers when you resell our services to them.


We won't invoice your customers direct; we'll invoice you, you'll make the payment to us, and you'll collect payment from your customers at the rate you've agreed with them. This again enables you to stay in complete control of your customer relationships.



When you become a debbidoo reseller, you can advertise your company for free in our online partner directory.


Just send us your company profile and a copy of your logo, and we'll link them to your website.

We'll also keep your details in our internal partner database; if any of our marketing clients are looking for the services that your company provides, we may well be in touch.



Once you've signed up as a debbidoo reseller and paid the joining fee, we'll send you a guide to selling and processing debbidoo's fully managed PPC packages.

As a debbidoo reseller you'll get unlimited email and telephone support, so you can contact us at any time to ask questions, either your own or on behalf your customers.



We charge a refundable **joining fee** of £100, which covers the time we spend in restyling our product documentation to reflect your brand visuals.

We will deduct £100 from the campaign setup invoice that we'll send you in respect of the first customer you introduce; this enables you to recoup the joining fee by invoicing your customer the amount you have agreed with him for setup. **This is what we mean when we say the joining fee is 'refundable'**, and this is the only way in which we will refund your joining fee.

We invoice **you**, not your customers; this means that you are responsible for paying any invoices we send you in respect of any of your customers' PPC campaigns.

Campaign setup fees are payable before we start work. It is your decision whether to pay us before invoicing your customer, but the work will not commence until your payment has cleared our bank account.

Monthly management fees are invoiced at the end of each month; our payment terms are strictly 30 days.

These terms are not negotiable.

If you'd like to sign up as a debbidoo reseller, or if you have any questions about the information in this brochure, please contact us as follows:

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