



GROW YOUR AGENCY WITH

Moonah's White Label Services





**We work in the shadows,
so your brand shines
bright!**

WELCOME

Thank you for your interest in partnering with Moonah Marketing!

Our White Label Program is structured to provide a seamless, behind-the-scenes partnership. We equip agencies, consultants, and creative professionals with the resources to expand their service offerings without the significant investment required to build and maintain an in-house marketing department.

By partnering with us, you can resell a full suite of expert marketing services under your own brand, enhancing your value proposition and creating new revenue streams.

Our primary objective is to facilitate your growth. We operate discreetly, ensuring your brand remains at the forefront of the client relationship. You gain access to our expertise, tools, and dedicated support, allowing you to scale your operations, increase profitability, and deliver a comprehensive service portfolio.

We invite you to explore the following pages to understand the full scope of our services, partnership benefits, and operational structure.

We look forward to working with you!

A handwritten signature in black ink, appearing to read 'SARAH' in a stylized, cursive font.

- Sarah Newnham, Founder

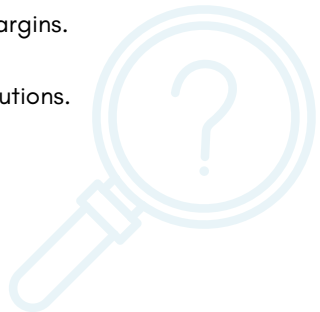
WHY PARTNER WITH MOONAH?

Your Secret Weapon for Marketing Success

At Moonah Marketing, we specialise in helping agencies, freelancers, and creatives scale their businesses effortlessly. Our White Label program allows you to offer a full suite of marketing services to your clients without the overhead of an in-house team.

Benefits at a Glance:

- Expand your service portfolio instantly.
- Set your own pricing and control profit margins.
- Deliver expert services under your brand.
- Enjoy dedicated support and scalable solutions.



WHO THIS PARTNERSHIP IS FOR

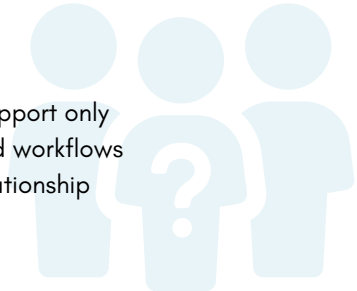
Designed for Agencies, Creatives, and Consultants

Whether you're a boutique agency, a freelancer, or a solopreneur, our program is tailored to help you grow. Ideal for:

- PR/communications firms
- Boutique marketing agencies
- Social media and SEO agencies
- Graphic designers and website developers
- Business consultants and event companies

This partnership is *not* for:

- Agencies looking for “cheap labour”
- Businesses wanting one-off project support only
- Agencies unwilling to follow structured workflows
- White label resellers with no client relationship



THE PROBLEM WE SOLVE FOR AGENCIES

Most agencies hit the same growth ceiling:

- More clients = more pressure
- Hiring increases risk and overhead
- Delivery starts to affect margins and quality
- Founders burn out managing everything

White labelling solves the delivery bottleneck — without changing your brand or client experience.



THE MOONAH WHITE LABEL SOLUTION

Moonah Marketing partners with agencies to deliver marketing services under your brand.

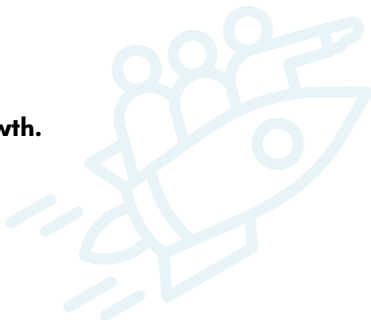
We act as an extension of your team, supporting:

- Ongoing client delivery
- Consistent execution
- Scalable workflows

Your agency:

- Owns the client relationship
- Sets pricing and packages
- Maintains brand control

We focus on delivery. You focus on growth.



SERVICES YOU CAN RESELL

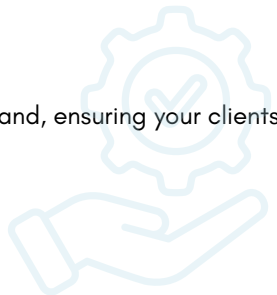
10 Expert Services, Endless Possibilities

Offer your clients a comprehensive range of marketing services, including:

1. Search Engine Optimisation (SEO)
2. Graphic Design
3. Website Design & Development
4. Social Media Marketing
5. Content Marketing
6. Digital Advertising
7. Reputation Management
8. Lead Generation
9. Email Campaigns
10. Event Management

All services are delivered seamlessly under your brand, ensuring your clients see you as their go-to marketing expert.

You choose what you sell. We deliver.



SEO

By optimising web content, refining metadata, and conducting comprehensive keyword research, we ensure that your clients stand out in local searches, enabling them to connect with their target audience more often.

Social Media Management

Strategic social media services play a crucial role in shaping your clients' online presence and driving meaningful connections with their audience.

Graphic Design

Consistent branding for your clients ensures that every touchpoint with their customers conveys a unified message, fostering brand loyalty and trust.

Website Design & Development

Websites help your clients reach a wider audience, increase visibility, allow for easier online promotion, and boost traffic. Websites provide a sense of credibility for businesses and help establish them as a professional entity.



Content Marketing

Content Marketing services are essential for establishing thought leadership, building brand authority, and connecting with audiences on a deeper level, regardless of their geographic reach.

Digital Advertising

In a competitive environment, effective advertising campaigns are essential for your clients to cut through the noise, capture their target audience's attention, and drive engagement.

Reputation

By leveraging our reputation management services, your clients can mitigate the impact of negative reviews, showcase their strengths through positive publicity, and cultivate a favourable brand narrative that resonates with diverse audiences.



Lead Generation

Our strategic approach to lead generation focuses on building databases of high-quality, accurate leads to fuel your clients' sales pipelines, drive revenue growth, and expand their market reach.

Email Campaigns

Email marketing establishes direct communication channels with customers, enabling your clients to deliver personalised messaging that drives engagement and conversions.

Event Coordination

Events create meaningful, real-time connections with customers, helping your clients strengthen relationships, build trust and showcase their brand personality. They drive engagement, spark conversations and create memorable experiences that turn audiences into loyal supporters.



HOW THE PARTNERSHIP WORKS

Step-By-Step

- 1 You sell services to your client under your brand
- 2 Tasks are submitted via your branded client portal
- 3 Our team completes the work to agreed standards
- 4 You review and deliver to your client (or we can deliver directly on your behalf)
- 5 We report on progress and outcomes

Simple. Structured. Scalable.

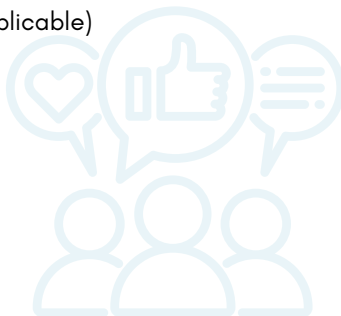


PORTAL, COMMUNICATION & REPORTING

White Label partners receive:

- ✓ A fully branded client portal
- ✓ Task tracking and file uploads
- ✓ Transparent delivery timelines
- ✓ Monthly Snapshot Reports (where applicable)

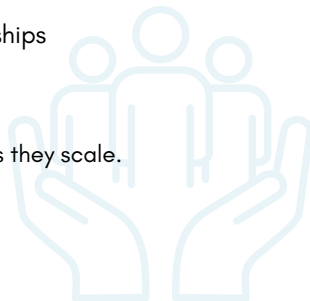
Your clients see **your brand only**.



WHAT MAKES MOONAH DIFFERENT?

- ✓ Multi-service delivery under one partnership
- ✓ Structured systems and workflows
- ✓ Experienced marketing specialists
- ✓ Clear communication and accountability
- ✓ Designed for long-term agency partnerships

We don't just "do tasks" — we **support agencies** as they scale.



PARTNER OUTCOMES

Here's what White Label partners typically achieve:

- ✓ Increased delivery capacity without hiring
- ✓ Improved margins and cost predictability
- ✓ Higher client retention through consistent execution
- ✓ Reduced founder workload and stress



EXCLUSIVE PARTNER FEATURES

More Than Just Services—A True Partnership

Dedicated Account Manager: Personalised support and strategic guidance.

Customisable Packages: Tailor services to meet your clients' unique needs.

White-Labeled Client Portal: Branded portal for campaign tracking and communication.

Comprehensive Resource Library: Access white-labeled templates, case studies, and more.

Partner Perks: Discounts, rewards, and exclusive access to new offers and discounts.



FREQUENTLY ASKED QUESTIONS

Will my clients know Moonah Marketing is involved? No, all work is delivered under your agency's brand and Moonah Marketing remains invisible to your clients.

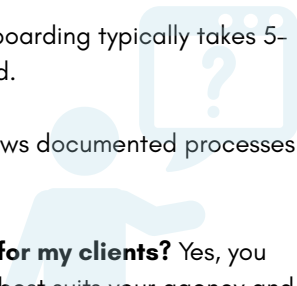
How does communication and task management work? All tasks, communication, and file sharing are managed through a fully branded client portal.

Is there a minimum contract or long-term commitment? There is no long-term lock-in, though the program is designed for ongoing partnerships rather than one-off projects.

How quickly can my agency get started? Onboarding typically takes 5-7 business days once the partnership is confirmed.

How is quality control managed? All work follows documented processes and is reviewed internally before delivery.

Can I customise how services are packaged for my clients? Yes, you are free to package and price services however best suits your agency and niche.



SAMPLES OF OUR WORK



Graphic Design Portfolio



Social Media Portfolio



Website Portfolio



Email Campaign Portfolio

[Find More Examples Here!](#)

PRICING & PARTNER TIERS

White Label partners receive discounts based on volume:

Subscription: pay one flat monthly fee					
Package	Includes	Wholesale Price per Client	5% Off! Tier 1 (5-10 Clients)	10% Off! Tier 2 (11-15 Clients)	15% Off! Tier 3 (16+ Clients)
Single Service Package	Focus on one priority area	\$299/mo	\$285/mo	\$269/mo	\$255/mo
Growth Package	Any 3 Services	\$649/mo	\$615/mo	\$585/mo	\$550/mo
Enterprise Package	All 10 Services	\$949/mo	\$900/mo	\$855/mo	\$805/mo

You are free to:

- Set your own client pricing
- Package services however you choose
- Retain full margin control

** All prices in AUD and exclude GST.*

(Some prices have been rounded up/down to whole numbers.)

NEXT STEPS

To move forward, please select one of the following options:

1. Request a Callback

Have a few more questions? We're happy to chat and answer any questions you may have. Book a call with us at your convenience if you'd like additional details or to discuss how Moonah can best support your agency.

2. Schedule a Discovery Meeting

We invite you to schedule a complimentary discovery meeting with one of our partnership managers. This consultation is an opportunity to:

- Discuss your specific business objectives and client needs.
- Address any questions you may have about the program structure.
- Explore how our services can be customised to complement your existing offerings.

3. Decline the Proposal

If this program isn't the right fit for your agency at this time, we understand. We appreciate your time and consideration and would welcome the opportunity to work with you in the future!

ANY QUESTIONS?

Our team is dedicated to providing the information and support you need to make an informed decision regarding this program.

Whether you're after more details, want to chat about your ideas, or just need something explained, we're happy to help so you can feel confident moving forward.

Please feel free to get in touch with us:

Tel: +61 3 5912 1121

Email: grow@moonahmarketing.au

Book a meeting: [Click here](#)



www.MoonahMarketing.au

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Book a Meeting

#GrowWithMoonah