



PARTNER PROGRAMME

Build a digital marketing arm, without the overhead.

Resell DPOM services to your clients under your own brand. We handle the delivery. You keep the relationship and the margin.

What this is

The DPOM Partner Programme lets agencies, consultants and complementary service businesses (web designers, accountants, IT firms, etc.) offer Google Ads, SEO, Microsoft Ads, Social Media Ads and Social Media Management to their clients without hiring an in-house team.

You sell. We deliver under your brand. You keep the relationship and the markup.

The premise

DPOM has been running paid search and SEO for UK businesses for over 15 years. We're a Google Partner. We have the platforms, the people and the processes already built. Reselling our work is faster, cheaper and lower risk than building your own team from scratch.

IN ONE SENTENCE

Bring us your client, we'll bring the campaigns. You handle the sale and the relationship, we handle the delivery and the reporting.

How it works

1 You pitch

Use the Services & Pricing page or this guide to scope what your client needs. The price you see is YOUR partner cost.

2 You quote

Send a branded quote from inside the partner portal. Your logo, your contact details, your pricing. The DPOM stack stays invisible to your client.

3 Client signs

They pay you the quoted figure. We invoice you our partner price. Margin is yours, paid monthly.

4 We deliver

Campaign builds, optimisation, reports, support, all under your brand. You stay informed via the partner portal.

Partner tiers

Your discount on every package goes up as your active client base grows. Tier upgrades are automatic when your active client count crosses each threshold.

YOUR PARTNER DISCOUNT UNLOCKS AFTER YOUR FIRST CLIENT SIGNS

Until your first referred client has signed and paid, you'll see and quote at full DPOM list price. Partner pricing kicks in automatically the moment that first deal goes live. This stops the programme being used as a back-door to wholesale pricing for non-partner buyers, and means every active partner has at least one real referred client behind them.

PARTNER

SILVER

GOLD

PLATINUM

DIAMOND

15%Unlocks at 1st
client**20%**

5+ clients

25%

10+ clients

30%

20+ clients

35%

30+ clients

Discounts apply to monthly fees AND setup fees. Setup is one-off, monthly recurs. **All prices exclude VAT.**

Margin worked example

Google Ads Lite at £295/mo RRP. Below is what you keep at each tier if you charge your client the standard RRP.

TIER	YOUR COST	CLIENT PRICE	MONTHLY MARGIN	10 CLIENTS/YR
Partner (15%)	£251	£295	£44	£5,280
Silver (20%)	£236	£295	£59	£7,080
Gold (25%)	£221	£295	£74	£8,880
Platinum (30%)	£207	£295	£88	£10,560
Diamond (35%)	£192	£295	£103	£12,360

YOU SET THE PRICE

Nothing stops you charging MORE than RRP. The figures above are conservative. Most partners charge a healthy premium and DPOM never undercuts you, we don't talk to your clients directly.

What you get

White-label partner portal

Your branded dashboard for managing clients, orders, reports.

Branded quotes

Customer-facing quote pages with your logo, colours, contact details.

Services & Pricing catalog

Browse every service, every tier, your price already applied.

Add-ons marketplace

Resell Sentinel click-fraud, Nebula CRO, Pulsar lead intel and more.

Direct AM line

A named DPOM account manager you can email or call for non-standard quotes.

Live SEO calculator

Same dynamic pricing tool DPOM AMs use, embedded in your portal.

Custom T&Cs generator

Spit out white-labelled terms of service in seconds.

Monthly reports

Every client gets a monthly performance report, under your brand.

What stays invisible

Your client never knows DPOM is involved unless you tell them. We don't email them, we don't appear on their reports, we don't show up on their card statements. They pay you. You pay us. It's that simple.

Getting started

1

Set up your branding

Upload your logo, set your accent colour and contact details under the Branding tab. Takes 5 minutes.

2

Browse the Services & Pricing page

See every service and tier with your discount applied.

3

Generate your T&Cs

Use the T&Cs Generator to create your customer-facing terms.

4

Send your first quote

From Orders, click New Order, pick the service and tier, fill in client details, send.

5

Onboard the client

Once they accept, we send onboarding info under your brand. They never need to know DPOM exists.

READY WHEN YOU ARE

Need a non-standard quote? Bundle pricing? White-glove onboarding?

Email **partners@dpom.co.uk** or pick up the phone, your AM is one call away.

Questions?

Email: partners@dpom.co.uk

Phone: 0115 727 0038

Web: dpom.co.uk/partners

