

2025 PLANNING GUIDE FOR MARKETING RESELLERS

GAIN OPERATIONAL EFFICIENCY,
INCREASE REVENUE STREAMS,
DELIVER OPTIMAL RESULTS



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Introduction

For marketing service resellers, scaling local advertising efficiently and profitably has never been more crucial. As small- and medium-sized businesses (SMBs) ramp up their digital ad budgets, resellers are in a prime position to fulfill this demand. This resource guide brings together essential tools and strategies to help resellers streamline operations, boost revenue, and deliver impactful results, positioning themselves as indispensable partners for SMB growth in 2025.

Thrive in 2025

**Key Resources
for Marketing
Resellers**



ARTICLE

SMBs Shift Budgets to Digital Advertising: Opportunities for Marketing Resellers



Objective

Equip marketing resellers to capitalize on SMBs' growing shift to digital advertising by offering streamlined, impactful, and scalable solutions.



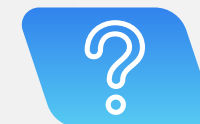
Overview

SMBs are prioritizing digital channels like social media, online video, and Amazon Sponsored Display to target audiences and measure success. The "Modern Commerce Monitor – Localogy Wave 9" report highlights this shift as a key opportunity for resellers to deliver cost-effective, impactful campaigns.



Highlights

- Digital Channel Adoption: 84% of SMBs use platforms such as Facebook, Instagram, TikTok, and Amazon Sponsored Display for precise targeting and measurable results.
- Increased Budgets: Over a third of SMBs plan to increase social media spending, reallocating funds from traditional media.
- SMBs' Needs: Many SMBs lack marketing expertise, presenting an opportunity for resellers to offer managed or easy-to-use solutions.



Why it Matters in 2025

Marketing resellers can meet SMBs' growing demand by offering tailored solutions like Amazon Sponsored Display and vertical video ads. These scalable options empower resellers to support SMB growth while increasing their own profitability and staying competitive in a digital-first market.



[READ THE ARTICLE](#)

84%
of SMBs use digital platforms for precise targeting and measurable results.

LOCALOGY

ARTICLE

Why a Scaled Social Advertising Solution is Essential for Marketing Resellers



Objective

Achieve operational efficiency and scale social advertising campaigns effortlessly.



Overview

With limited resources and increasing demand, marketing resellers face challenges scaling social advertising. This guide explains how a scaled social advertising solution streamlines processes, allowing resellers to boost capacity without increasing headcount.



Highlights

- The benefits of automation for managing high-volume campaigns.
- AdTech tools to improve workflow and reduce errors.
- How to enhance competitiveness and grow revenue through efficient social advertising.



Why it Matters in 2025

Scalable solutions enable resellers to meet client demands effectively while maintaining profitability and service quality.



[READ THE ARTICLE](#)



75%
of marketers have successfully driven more web traffic via social media.

[FRANKWATCHING](#)



Success Story

Industry

Marketing Service Reseller

Challenge

Hibu sought to offer Facebook and Instagram advertising at a massive scale to their thousands of SMB customers.

Solution

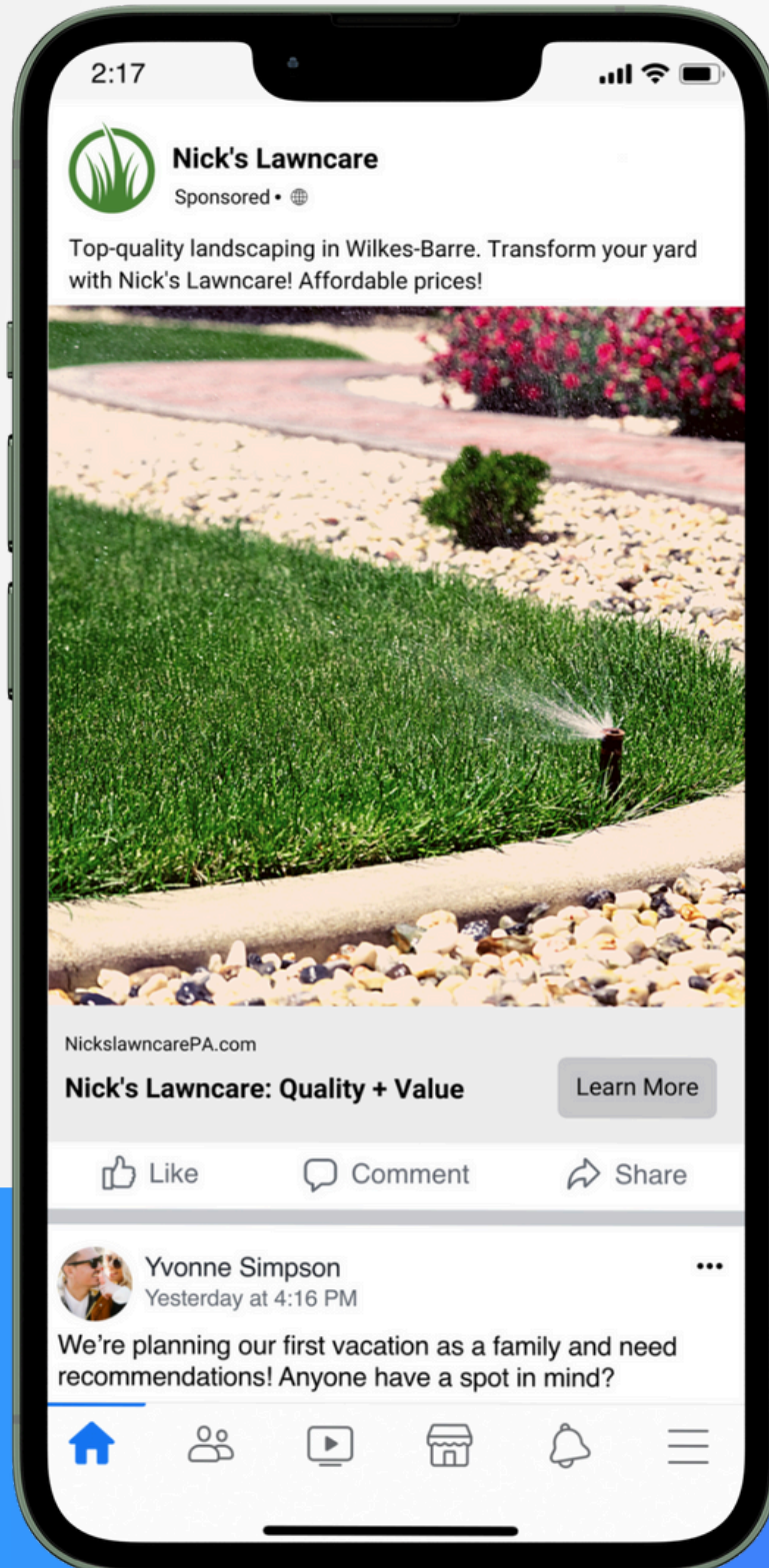
Since 2015, Tiger Pistol has been enabling scale and operational efficiency for Hibu through a white-labeled, API integration of its social advertising automation platform, seamlessly integrating with Hibu's existing systems, processes, workflows, and reporting.



Our partnership is given white glove treatment, keeping us at the forefront of changes in the space. The Tiger Pistol team acts as an extension of our team, collaborating on complex problems and taking a deep interest in building against our unique requirements.



LISA MAZZARESE,
PRODUCT LEADER AND STRATEGIST,
HIBU



600K+

Campaigns Published

29K+

Local Businesses
on Platform

\$19.5M+

Ad Spends



Local Marketing: 4 Pillars for Amplifying Small Business Success



Objective

Improve campaign effectiveness with foundational local marketing strategies.



Overview

This article breaks down four essential elements for successful local marketing: audience targeting, community engagement, leveraging the local environment, and real-time feedback.



Highlights

- Approaches to building community through organic and paid social media.
- Strategies for maximizing the local impact of each campaign.
- How real-time data can refine campaigns and enhance outcomes.



Why it Matters in 2025

These four pillars provide resellers with a structured approach to creating impactful local campaigns that resonate with small business clients and foster customer loyalty.



[READ THE ARTICLE](#)



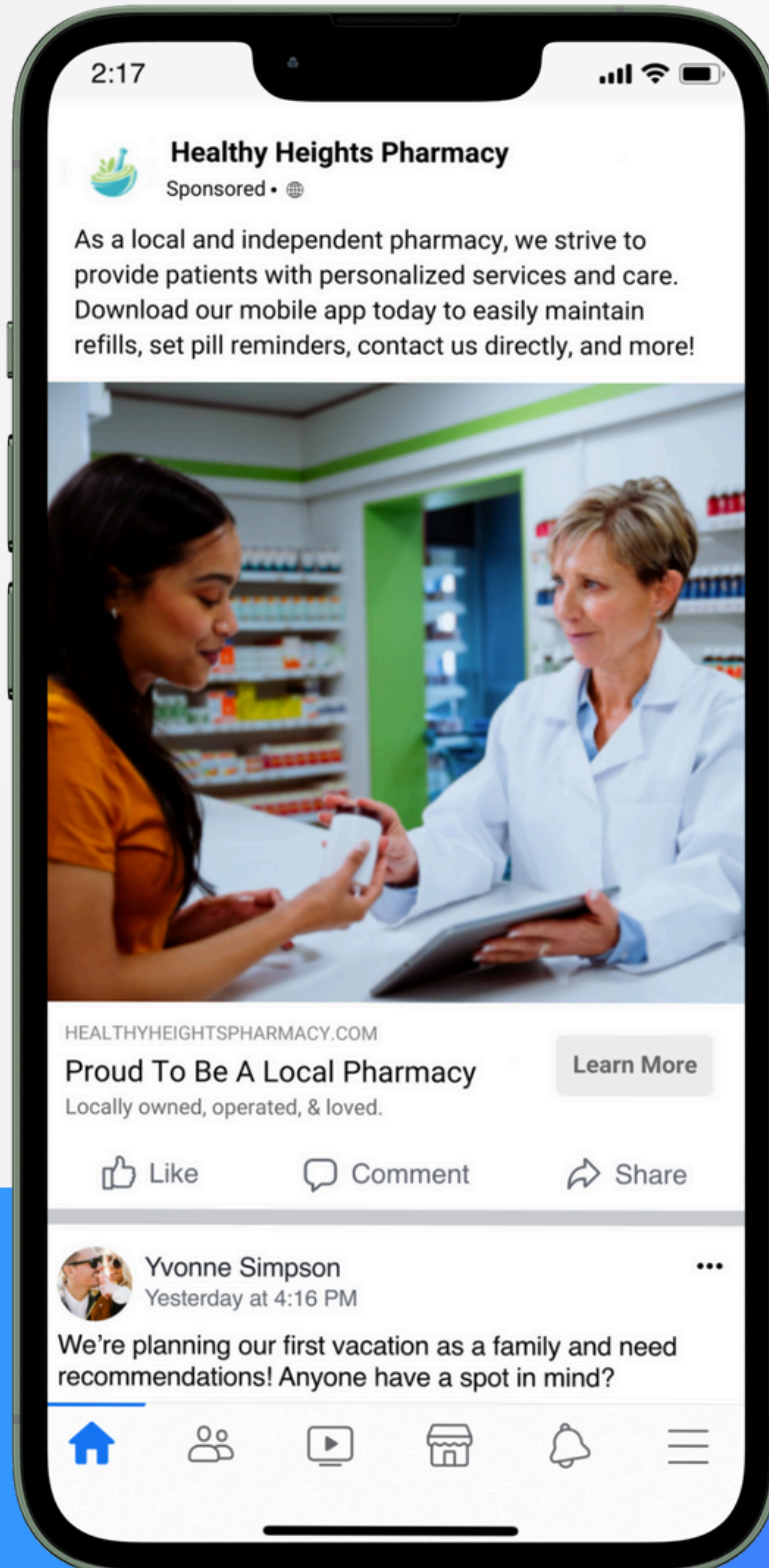
46%

of SMBs plan to increase their digital marketing spend in 2024, with 29% planning to increase spend on social media.

SEARCH ENGINE LAND & BORRELL AND ASSOCIATES



DIGITAL PHARMACIST



Success Story

Industry

Marketing Service Reseller

Challenge

Digital Pharmacist sought a scalable solution to offer their pharmacy network high-quality, social ads. With Tiger Pistol's platform, Digital Pharmacist gained the operational efficiency and workflow automation necessary to achieve scale.

Solution

In 2020, Digital Pharmacist migrated to Tiger Pistol's recurring campaigns tool and saw an immediate positive impact. This tool reduced the time and energy the Digital Pharmacist team spent on monthly audits, allowed for strategic campaign planning, and helped to increase pharmacy retention.



156K+

Campaigns Published

3,500K+

Pharmacy Locations

\$10M+

Ad Spend



ARTICLE

Capitalizing on the Surge: Marketing Service Resellers Must Meet SMB Demand for Social Media Advertising



Objective

Seize opportunities as SMBs shift more budget to digital advertising.



Overview

SMBs are prioritizing social media to expand their reach, and many are turning to resellers for support. This article provides insights into creating appealing social media advertising packages tailored to SMB needs.



Highlights

- Recent statistics on SMBs' growing social media investment.
- Benefits of offering customizable advertising packages for various platforms.
- Tips for standing out in a competitive reseller landscape.

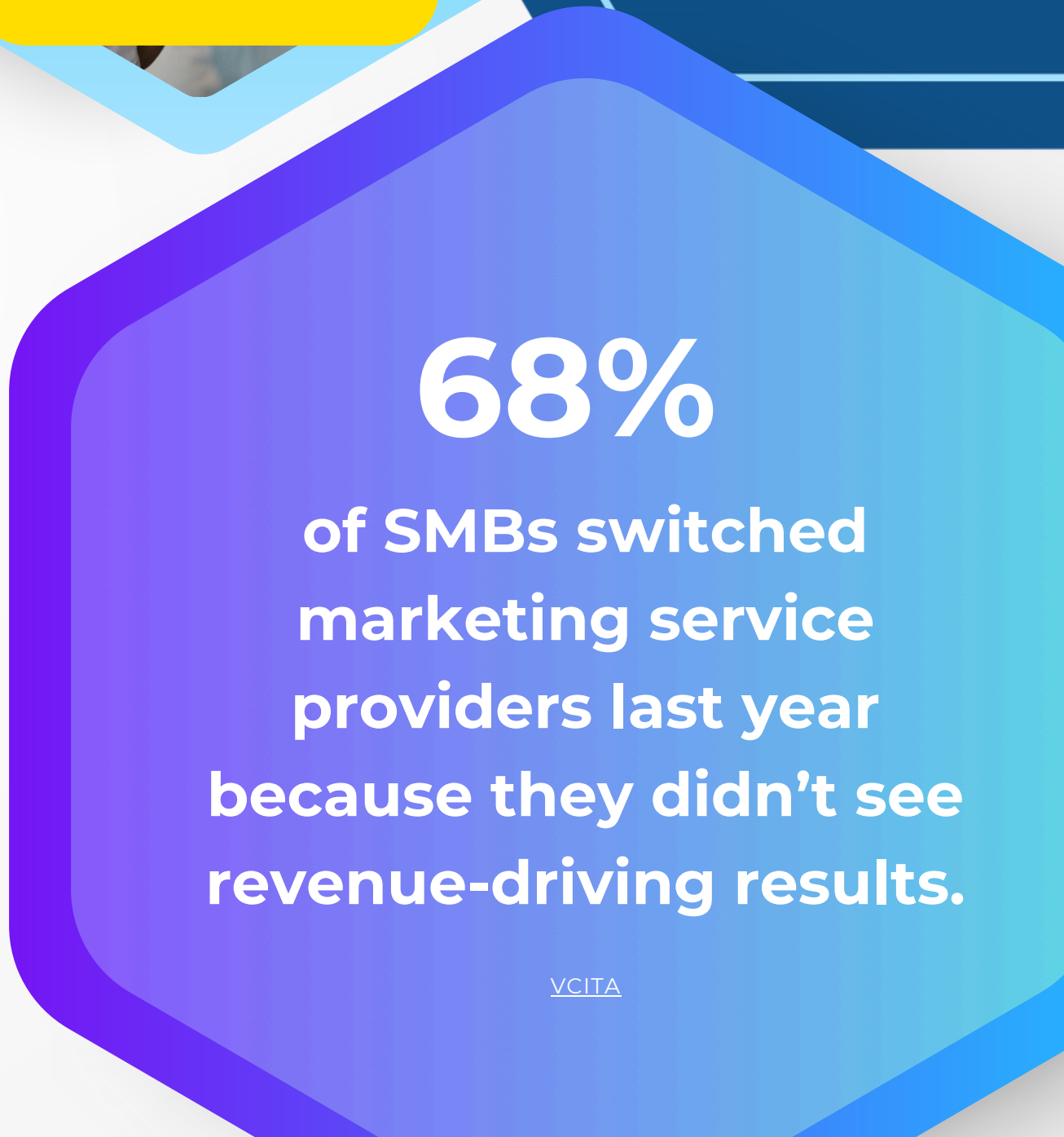


Why it Matters in 2025

SMBs increasingly rely on social media advertising for targeted reach. Tailored reseller packages can capture this market and drive steady revenue growth.



[READ THE ARTICLE](#)



[VCITA](#)

The Ultimate Guide to Vertical Video Advertising



Objective

Simplify vertical video advertising for reseller success in attracting more clients, improving campaign performance, and increasing profitability.



Overview

Vertical video ads on platforms like TikTok, Instagram, and Facebook deliver superior engagement rates. This guide shows resellers how to easily create effective vertical video ads and choose the right platforms based on their clients' goals.



Highlights

- How vertical video ads boost reach and conversion rates.
- Platform-specific insights to maximize ROI.
- Creative best practices that capture attention and drive engagement.



Why it Matters in 2025

Offering vertical video ads as a service enables resellers to stay relevant and competitive, meeting client demands for dynamic content that converts.



GET THE PLAYBOOK

Social media giants such as TikTok and Instagram report a remarkable 36% increase in views within the first 3 seconds and an 187% surge in viewership for at least half the video duration.

[MAKE THE TURN](#)

ARTICLE

TikTok vs. Instagram Reels: A Winning Strategy for the Greater Cleveland Food Bank



Objective

Choose the right platform to maximize ad performance.



Overview

This article outlines a real-life case study that compares the performance of TikTok and Instagram Reels. It provides key insights into platform engagement rates and ad effectiveness.



Highlights

- Comparative results, see which platform achieved higher click-through and engagement rates.
- Cost-per-click reduction strategies and the importance of platform choice.
- Benefits of real-time optimization to enhance ad performance.



Why it Matters in 2025

Understanding social platform strengths enables QSR brands to make informed decisions about where to allocate resources for social video advertising, ensuring maximum impact.

[READ THE ARTICLE](#)

92%

of TikTok users
globally take action
after watching a
TikTok video.

TIKTOK SMB AGENCY GUIDEBOOK

5 Reasons to Use Amazon Sponsored Display for Local Advertising



Objective

Drive traffic, site visits, and customer engagement with Amazon’s expanded local advertising capabilities.



Overview

Amazon Sponsored Display now supports service industries, even if they don’t sell directly on Amazon, creating new opportunities for QSR brands. This playbook reveals how to utilize Amazon’s audience insights for precise targeting in local markets.



Highlights

- Precision targeting powered by Amazon’s audience insights.
- Simplified multi-location campaign management.
- Ad placement optimization for stronger customer engagement.



Why it Matters in 2025

Amazon’s platform expansion provides QSR brands with a valuable new tool to drive local reach and engage customers using Amazon’s rich consumer data.



GET THE PLAYBOOK



Success Story

Industry

Quick Serve Restaurant

Challenge

An emerging chicken QSR franchise needed to drive awareness for the brand as it expanded into new states.

Solution

Tiger Pistol's platform enabled the brand to deploy on-brand Amazon Ad campaigns for its locations, driving traffic to local websites to view its menu.



40%
of clicks turned
into website
sessions.





Conclusion

With digital advertising rapidly evolving, marketing service resellers have an unparalleled opportunity to become essential partners for their clients. By leveraging scalable solutions, automation, and data-driven strategies, resellers can expand their service offerings, optimize operations, and deliver exceptional results without the need for additional resources. The tools and insights outlined in this guide equip resellers to address common challenges, from simplifying campaign management to providing value-added services like vertical video and Amazon Sponsored Display Ads.

Focusing on operational efficiency and client satisfaction not only boosts profitability but also strengthens long-term relationships. By adopting these strategies, resellers can position themselves as trusted advisors, helping SMBs navigate the complexities of digital advertising while achieving their goals. In 2025, resellers who embrace automation, adapt to changing trends and offer tailored, impactful advertising solutions will be the ones driving real growth – for both their clients and their own businesses.

Let's Talk

Sarah Cucchiara

Sales@tigerpistol.com

