

SCALING SMB ADVERTISING:

A Marketing Reseller's Guide to Efficiency, Profitability, and Growth



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The SMB Advertising Landscape – A Massive Opportunity for Resellers

Small businesses are doubling down on digital advertising to drive sales, generate leads, and build brand awareness. However, tight budgets, limited resources, and a lack of expertise make it difficult to see results.

The SMB Advertising Challenge

Top Business Priorities

According to the [2025 Small Business Marketing Survey](#) by Taradel, 55.6% of SMBs prioritize increasing sales, while 19.2% focus on lead generation and 12% on brand awareness.

Budget Constraints

41% of SMBs spend less than \$500 per month on advertising, making it difficult to achieve meaningful outcomes.

Demand for Measurable Results

Nearly 3 in 4 SMBs consider access to performance tracking essential when choosing a marketing partner.

INTRODUCTION

The Reseller Advantage

Marketing service resellers are uniquely positioned to solve these challenges by offering automated, scalable advertising solutions. Integrating a top-tier local digital advertising platform helps SMBs maximize budget efficiency and campaign performance while increasing resellers' profitability.

Digital Advertising Remains a Priority

- 94% of SMBs plan to maintain or increase their digital marketing investments in 2025.
- Facebook (83%) and Instagram (60%) are the most-used platforms.

Why Automation Wins

Resellers who offer streamlined, user-friendly ad solutions will stand out - especially as 71% of SMBs prefer self-service marketing platforms over traditional agencies. A scalable, automation-driven platform allows resellers to:

- Handle high volumes of campaigns efficiently.
- Deliver better performance at lower costs.
- Provide SMBs with results-driven advertising without in-house expertise.

A Major Upsell: Direct Mail + Digital

Another significant finding of the 2025 SMB Survey – the integration of direct mail and digital marketing presents a major opportunity, whether through social advertising, Amazon Display, or Amazon Sponsored TV.

- 77% of SMBs using direct mail want to combine it with digital advertising.
- This strategy can boost conversion rates by 28% and brand recall by 75%.

The Bottom Line

Marketing resellers who offer bundled, multichannel solutions will capture growing demand while increasing SMB engagement, retention, and revenue growth. SMBs need cost-effective, high-impact advertising, and resellers equipped with the right automation tools can deliver just that.



of SMBs plan to maintain or increase their digital marketing investments in 2025.

TARADEL

CHAPTER 1

Scaling Facebook & Instagram Ads with Automation – A Reseller's Competitive Edge

Facebook and Instagram remain the most preferred social media platforms for small and medium-sized businesses, making them essential channels for digital advertising strategies.

Massive Audience Reach and Engagement

Facebook, the flagship platform of Meta, remains the largest social media network, with more than 3 billion active users each month. Instagram, on the other hand, has grown rapidly to over 2 billion users. Both offer unmatched opportunities for audience engagement.

As businesses increasingly rely on these channels for marketing, their influence is expected to grow even further. Facebook's reach is projected to encompass nearly 76% of the global population by 2027, reinforcing its dominance in the digital advertising space. Meanwhile, Instagram has seen a surge in user engagement, becoming one of the most-visited websites worldwide.

SMBs Rely on Facebook and Instagram for Digital Advertising

83%

of SMBs use Facebook and

60%

use Instagram as part of their marketing strategy.

These platforms remain the top choices for SMBs looking to engage customers, drive sales, and increase brand awareness. Their advanced audience targeting, vast user bases, and cost-effective ad solutions make them indispensable tools for SMB advertising success.

[TARADEL](#)

CHAPTER 1

A Critical Tool for SMB Growth

For SMBs, these platforms serve as key drivers for customer connection, brand awareness, and sales growth. Their vast user bases, combined with advanced targeting capabilities, makes them indispensable tools for businesses looking to expand their digital footprint efficiently.

The Challenge of Scaling Facebook and Instagram Ads

However, managing and optimizing high volumes of ad campaigns across these platforms can be resource-intensive, posing challenges for marketing resellers aiming to scale efficiently. Implementing a top-tier local advertising platform that automates campaign workflows – from ad creation and scheduling to optimization – can alleviate these challenges. Automation ensures faster campaign launches with reduced errors and facilitates continuous improvement through built-in A/B testing.

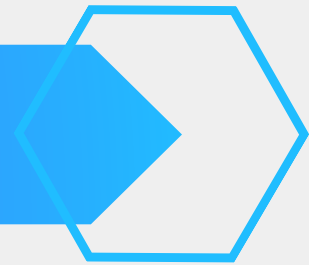
Automation: The Key to Efficiency and Growth

By embracing automation, resellers can expand their service capacity without increasing their workforce. This enables the management of numerous hyperlocal campaigns with minimal effort. This approach not only enhances operational efficiency and client outcomes but also bolsters the reseller's recurring revenue model by keeping SMBs engaged with long-term, results-driven advertising solutions.

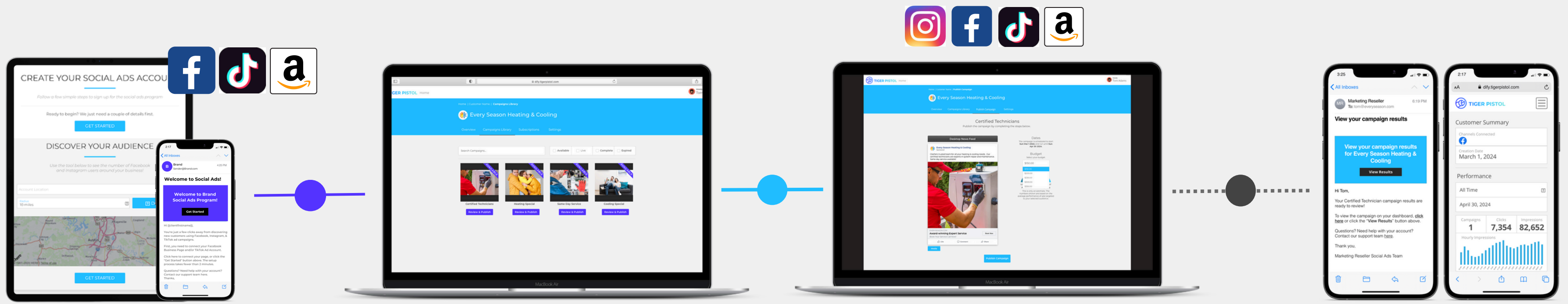


FEATURE SPOTLIGHT

Built for Scale



Tiger Pistol enables resellers to connect, create, and publish campaigns at scale for their customers without adding additional resources.



CONNECT

Onboard locations and connect local Facebook Business Pages, TikTok accounts, and Amazon accounts using our fast, simple tools.

CREATE

Fulfillment team completes campaign libraries for customer, then customer can launch campaigns on-demand.

PUBLISH

Publish a single campaign or recurring campaigns based on customer needs.

REPORT

Customer gains access to reporting dashboard and campaign notifications.

CHAPTER 2

The Vertical Video Imperative – TikTok & Reels for SMB Growth

Short-form vertical video has become a dominant force in digital advertising, with platforms like TikTok, Instagram Reels, and Facebook Reels driving engagement rates higher than static content. Advertisers worldwide are recognizing this shift, with nine out of 10 planning to increase investment in vertical video formats. These videos are proving highly effective, boasting a 90% brand recall rate, compared to 69% for horizontal videos.

Instagram Reels: A Game-Changer for SMB Engagement

For SMBs, Instagram Reels alone has changed the way businesses interact with their audience, generating 35% higher engagement rates than other types of content. Additionally, Reels drive 55% more interactions than single-image posts and 29% more than standard videos, reinforcing their role in social media success.

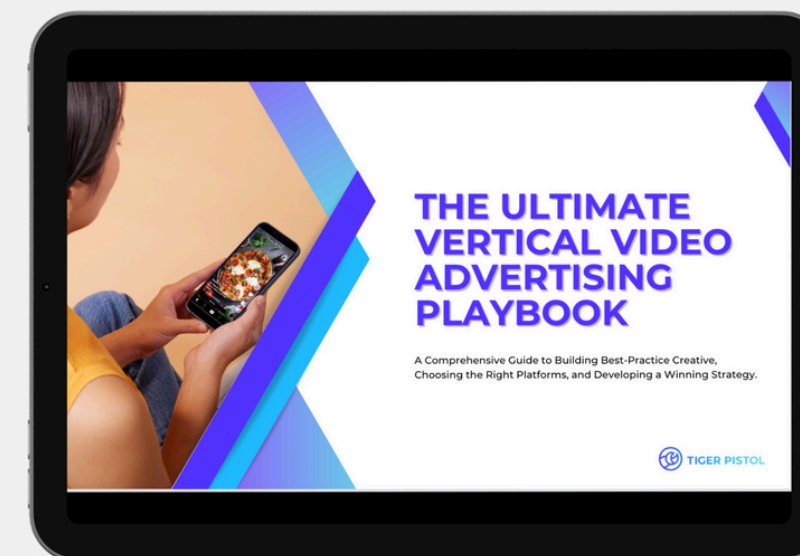
TikTok's Growing Influence on Consumer Behavior

TikTok also plays a critical role in consumer behavior, with 92% of users taking action after watching a video and 56% stating that TikTok ads introduce them to new products or brands. Moreover, TikTok has seen an explosion in business usage, with more than a third of SMBs claiming TikTok is critical to their business.

How Marketing Resellers Can Leverage Vertical Video

Marketing resellers can capitalize on this growing trend by offering automated vertical video solutions that simplify campaign execution. A top-tier advertising platform automates the video ad process, ensuring content is formatted correctly while leveraging optimized targeting, scheduling, A/B testing, and cross-platform testing. This automation streamlines video marketing, allowing resellers to deliver high-performing campaigns with minimal effort.

As short-form video continues to drive higher engagement and conversions, resellers who embrace it as part of their service offering will gain a competitive advantage in the digital advertising space.



[GET THE PLAYBOOK](#)

SUCCESS STORY

TikTok vs Reels: Greater Cleveland Food Bank

Cross-Platform Testing Uncovers TikTok vs. Reels Winner for Engagement and Cost Efficiency



Challenge

The Greater Cleveland Food Bank (GCFB) provides meals for families and individuals in need. One in seven of the area's residents struggles with food insecurity. GCFB's mission was clear: encourage monetary donations during checkout at participating local grocery stores. To tackle this, they decided to tap into the power of vertical video advertising to determine which platform, Reels or TikTok, would produce the best results.

Solution

Tiger Pistol ran identical, simultaneous, vertical video campaigns on Instagram Reels and TikTok, targeting the Cleveland-Akron Ohio DMA. The ads were simple, yet compelling, encouraging people to donate at grocery store checkouts. Tiger Pistol's technology worked behind the scenes, optimizing the campaigns in real time.



This campaign gave us incredible insights into which platform works best to encourage in-store donations. Learning that TikTok was more cost-effective and drove more engagement is huge for us. Tiger Pistol's technology and strategic execution were key to making our social advertising campaigns successful.



KAREN PONZA
DIRECTOR OF COMMUNICATIONS & EVENTS
GREATER CLEVELAND FOOD BANK

TikTok Wins!

70%
More Clicks than Reels

75%
Lower Cost-Per-Click Than Reels

102%
Higher Click-Through-Rate Than Reels



Why Amazon Ads Should Be on Every Marketing Reseller's Service Menu

Amazon's expansion into local advertising presents a significant opportunity for SMB marketing resellers. Traditionally focused on e-commerce, Amazon has opened its Sponsored Display and Sponsored TV to businesses that don't sell directly on its marketplace. This allows service-oriented SMBs to leverage its vast consumer data for precision-targeted advertising.

A Game Changer for Local SMB Advertising

For marketing resellers supporting local businesses, these new channels are a game changer. SMBs often struggle with attracting foot traffic and driving website visits while managing their day-to-day operations. Amazon Sponsored Display Ads and Sponsored TV offers efficient, high-impact solutions by combining Amazon's first-party data with local targeting, ensuring businesses reach the right audience at the right time. Unlike traditional display networks, these ads provide superior audience relevancy, making them a strong alternative to Google Display and other programmatic platforms.

How Amazon Ads Empower SMB Resellers



Reach High-Intent Audiences

Amazon's customer insights allow resellers to target ads based on real shopping behaviors, increasing the likelihood of conversions for local businesses.



Quick and Easy Ad Setup

Sponsored Display campaigns require minimal creative assets, reducing barriers to entry for time-strapped business owners. With just a logo, headline, and image, ads are automatically optimized for multiple placements.



Flexible Budgeting for SMBs

Unlike traditional digital ad platforms, Amazon Sponsored Display has no minimum spend requirement, making it accessible for businesses of all sizes.



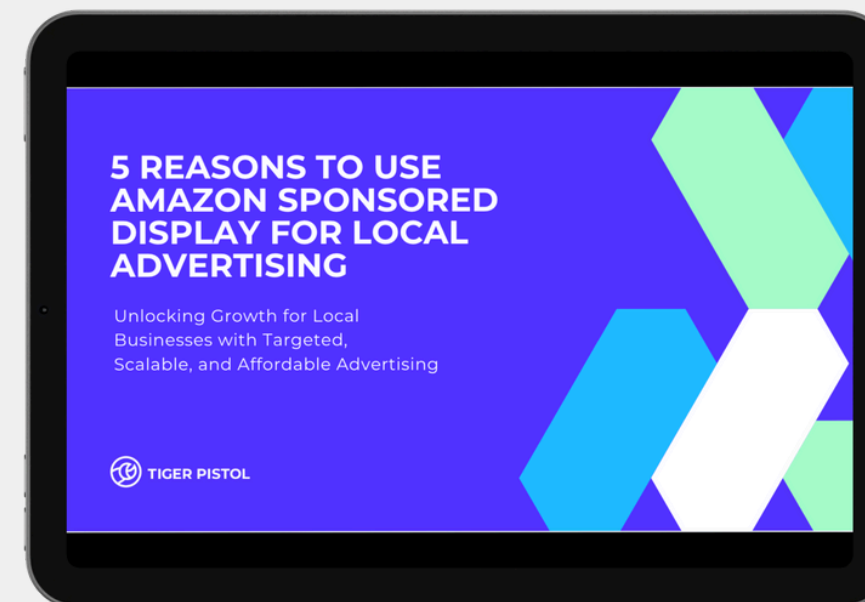
Comprehensive Performance Insights

Centralized reporting tools provide real-time analytics across locations, empowering resellers and their clients with actionable data for continuous campaign improvement.

Why Resellers Should Adopt Amazon Ads Now

By offering Amazon Sponsored Display as part of their advertising solutions, resellers can differentiate their services, providing SMB clients with a highly effective, data-driven advertising option that was previously unavailable to them. The ability to access Amazon's audience intelligence gives resellers a competitive edge, helping their local business partners drive meaningful engagement and measurable growth.

For marketing resellers, this opportunity isn't just about offering another ad channel – it's about future-proofing their business. Amazon's advertising capabilities are expanding, and marketing resellers who integrate them early will be best positioned to help their clients succeed in an increasingly competitive digital landscape.



[GET THE PLAYBOOK](#)

Driving Recurring Revenue and Customer Retention with Subscription-Based Social Advertising

For marketing resellers, building predictable, recurring revenue is critical to sustainable growth. Subscription-based advertising programs provide an opportunity to generate consistent income while delivering long-term value to SMB clients. By offering automated, ongoing advertising campaigns, resellers can strengthen client relationships and create up-selling and cross-selling opportunities that maximize profitability.

Evergreen and Seasonal Campaigns – A Subscription Model for Growth

Ongoing brand awareness, evergreen, and seasonal promotions are well-suited to subscription-based advertising. However, without automation, managing recurring campaigns can be time-consuming, requiring frequent updates and creative refreshes to prevent ad fatigue. These manual efforts can reduce profit margins or make subscription models too costly for SMB clients.

By utilizing a top-tier local advertising platform, resellers can eliminate these inefficiencies through automation. Campaign scheduling, A/B testing, and creative refreshes can be set to run automatically, ensuring ads remain effective without excessive manual intervention. This automation reduces operational hours while enhancing campaign performance - ensuring resellers and SMBs both benefit from consistent, high-quality advertising.





The Subscription Advantage – Profitable, Scalable Advertising

Marketing resellers looking to scale their business should integrate subscription-based social advertising into their service offerings. This approach provides a steady stream of recurring revenue, enabling resellers to focus on acquiring new clients and expanding their reach. With automated campaign refreshes and built-in optimization tools, subscription-based advertising ensures ongoing engagement and sustained performance for SMBs, making it a win-win solution for both resellers and their clients.

Recurring Campaigns

Automate the campaign process and minimize management hours. Tiger Pistol unlocks a seamless path to predictable revenue, empowering marketing resellers with subscription-based advertising automation.



One-time Setup

Customize subscription length and budget levels and objectives based on go-to-market strategy.



Built In A/B Testing

Each campaign refresh tests a new element (audiences, media, copy, CTAs) with the winner advancing in the next publish for continuous optimization.

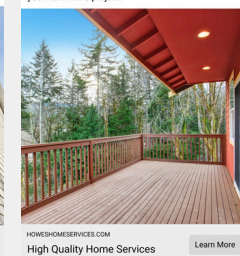
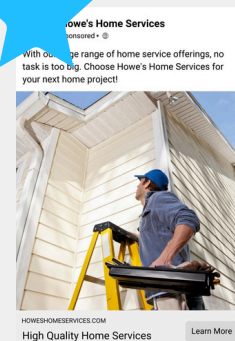
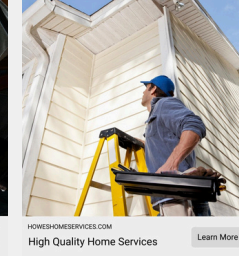
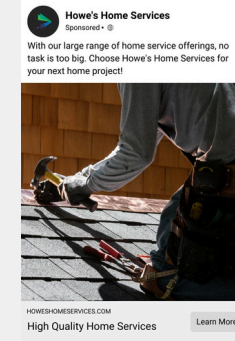
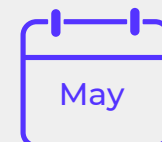
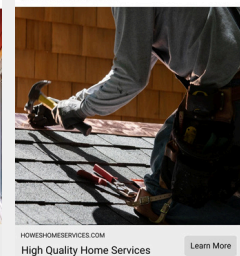
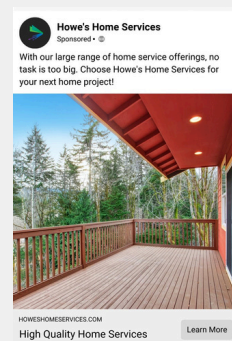
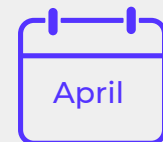


Ongoing Automation:

Campaigns automatically refresh at determined intervals.

The dashboard shows a campaign titled 'Agent Branding' with a 'Pause' button. Below the title is the 'Subscription External ID (optional)' and the status 'Launched'. The dashboard is organized into two rows of cards:

- Setup:** Package: Starter (\$50), Campaign Budget: 50, Total Budget: Indefinite. Includes an 'Edit' button.
- Objective:** Objective: Reach. Includes an 'Edit' button.
- Calendar:** End Date: None, Next: May 15, 2024. Includes an 'Edit' button.
- Audience:** Audience count: 6. Includes '+ Add' and 'Expand' buttons.
- Media:** Media count: 6. Includes 'Copy From Customer' and 'Expand' buttons.
- Copy:** Copy count: 3. Includes '+ Add' and 'Expand' buttons.
- CTA:** CTA count: 3. Includes '+ Add' and 'Expand' buttons.



CHAPTER 5

The API Advantage: A Critical Component of Scalable Local Advertising

Many marketing resellers have already invested in technology to create customer-facing portals, allowing clients to purchase a variety of marketing tactics within a streamlined workflow. The last thing they want is a solution that forces customers to exit that established process. That's where API integration becomes essential – enabling resellers to enhance their offerings while keeping customers engaged within their existing platforms.

White-Labeling for a Seamless Reseller Experience

API integrations allow marketing resellers to embed advertising solutions directly into their own platforms, delivering a fully branded and customizable experience for SMB clients. This seamless approach eliminates the need for clients to navigate multiple platforms, strengthening reseller credibility while improving customer retention. A top-tier API solution ensures full control over branding, user experience, and campaign execution.



CHAPTER 5

Versatility in API Integration

A flexible API empowers resellers to build the customer experience that best aligns with their business model. Some resellers may prefer to offer a full DIY solution where clients can manage and launch campaigns themselves. Others may want a simplified approach, allowing customers to purchase tactics or packages while the reseller handles execution behind the scenes. They also need this experience to remain consistent across products, whether it's search, social, direct mail, or review management. A well-designed API ensures that the transition between different marketing tactics feels seamless for the client.

Scalability for High-Volume Campaign Management

Resellers managing campaigns at scale need technology that keeps pace. API-driven platforms enable bulk campaign creation and automation, making large-scale operations more efficient and cost-effective. With API-powered automation, resellers can launch hyper-local campaigns in minutes, reducing the time spent on manual adjustments and campaign setup.

Automated Data Management for Precision Targeting

Effective local advertising depends on accurate, up-to-date data. APIs synchronize SMB location data in real time, ensuring campaigns reach the right audiences with relevant messaging. By integrating with CRMs, POS systems, and other marketing tools, resellers can eliminate manual data entry errors and optimize performance with precise location-based targeting.

Effortless Campaign Execution and Performance Tracking

A fully integrated API solution enhances every aspect of campaign management, from automated ad launches to real-time reporting. Key API-driven capabilities include:



Automated Campaign Deployment

Resellers can set up and launch multiple campaigns in bulk with minimal effort.



Custom Reporting Dashboards

Consolidate performance data across multiple clients for a holistic view of campaign success and benchmarking.



Real-time Performance Tracking

Gain instant insights into engagement, conversions, and optimizations.

CHAPTER 5

Why API-Driven Solutions Are Essential for Resellers

API integrations are a strategic advantage. By leveraging an API-first local advertising platform, marketing resellers can:










- ✓ Reduce operational complexity with automation that simplifies campaign creation and management.
- ✓ Enhance service offerings with white-labeled, customizable solutions that drive client retention.
- ✓ Optimize local targeting by integrating real-time location data for increased engagement and conversions.

Marketing resellers who invest in API-driven technology position themselves as leaders in scalable, high-performing local advertising. The right API integrations deliver automation, efficiency, and measurable results – ensuring resellers stay ahead in a competitive landscape while driving success for their SMB clients.



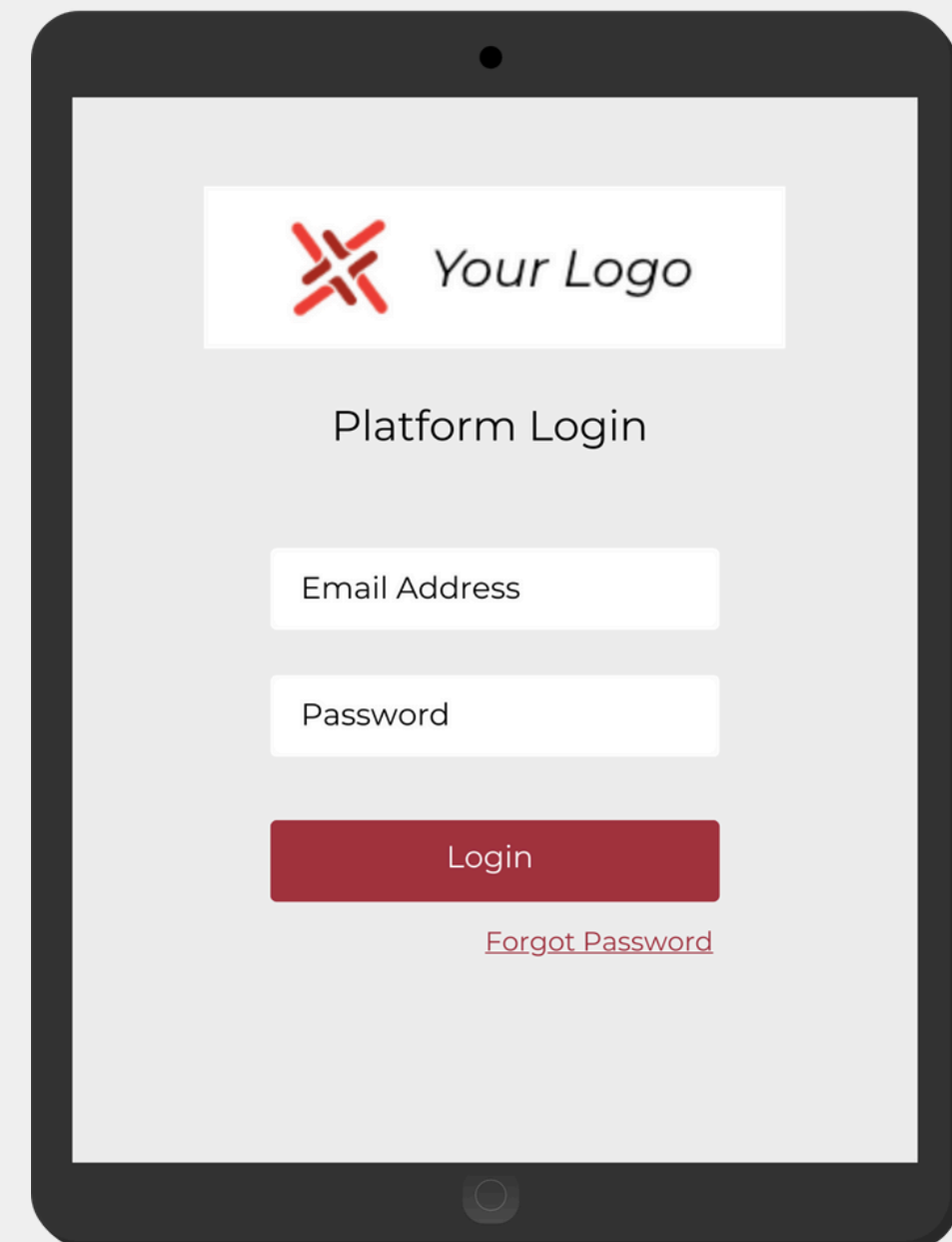
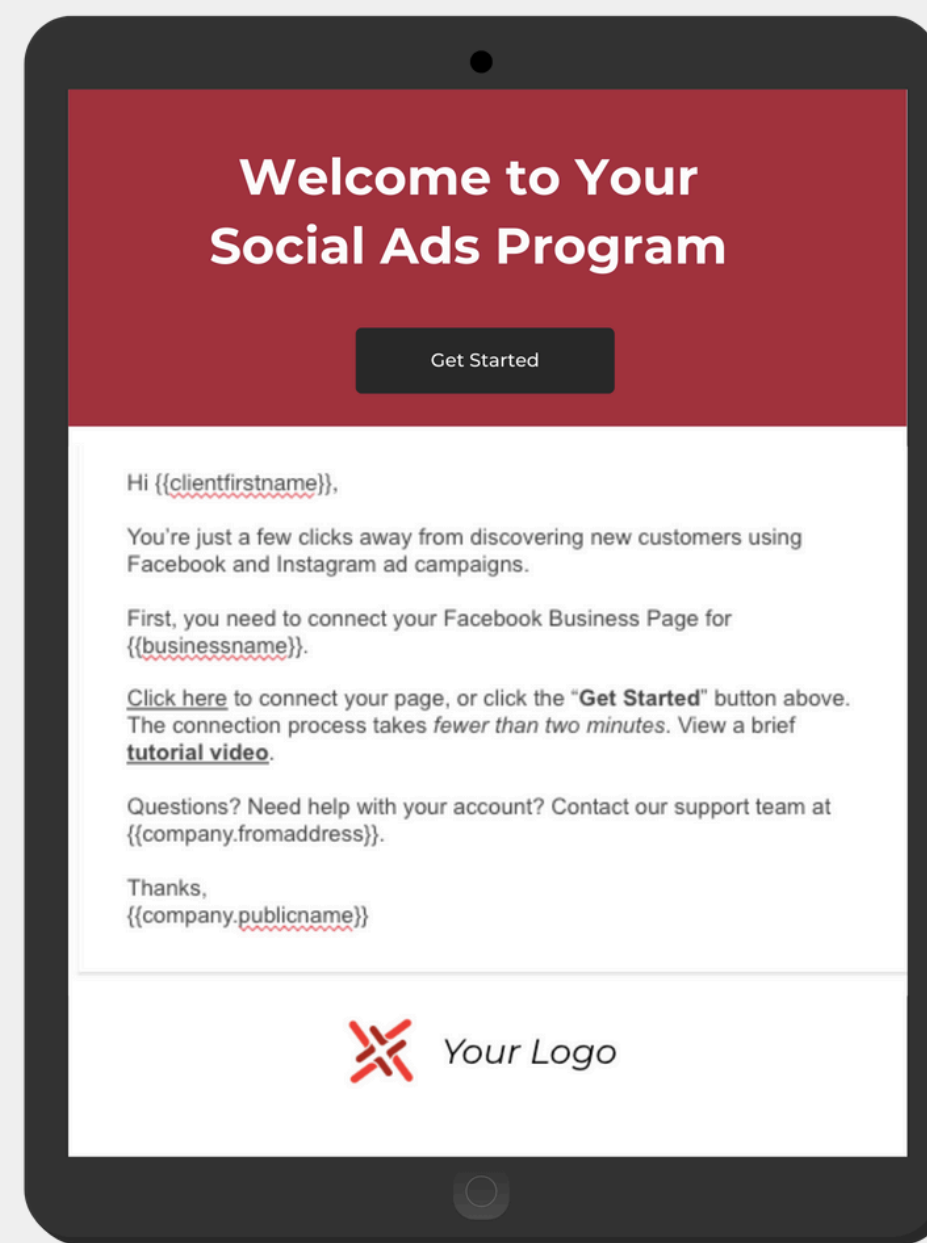
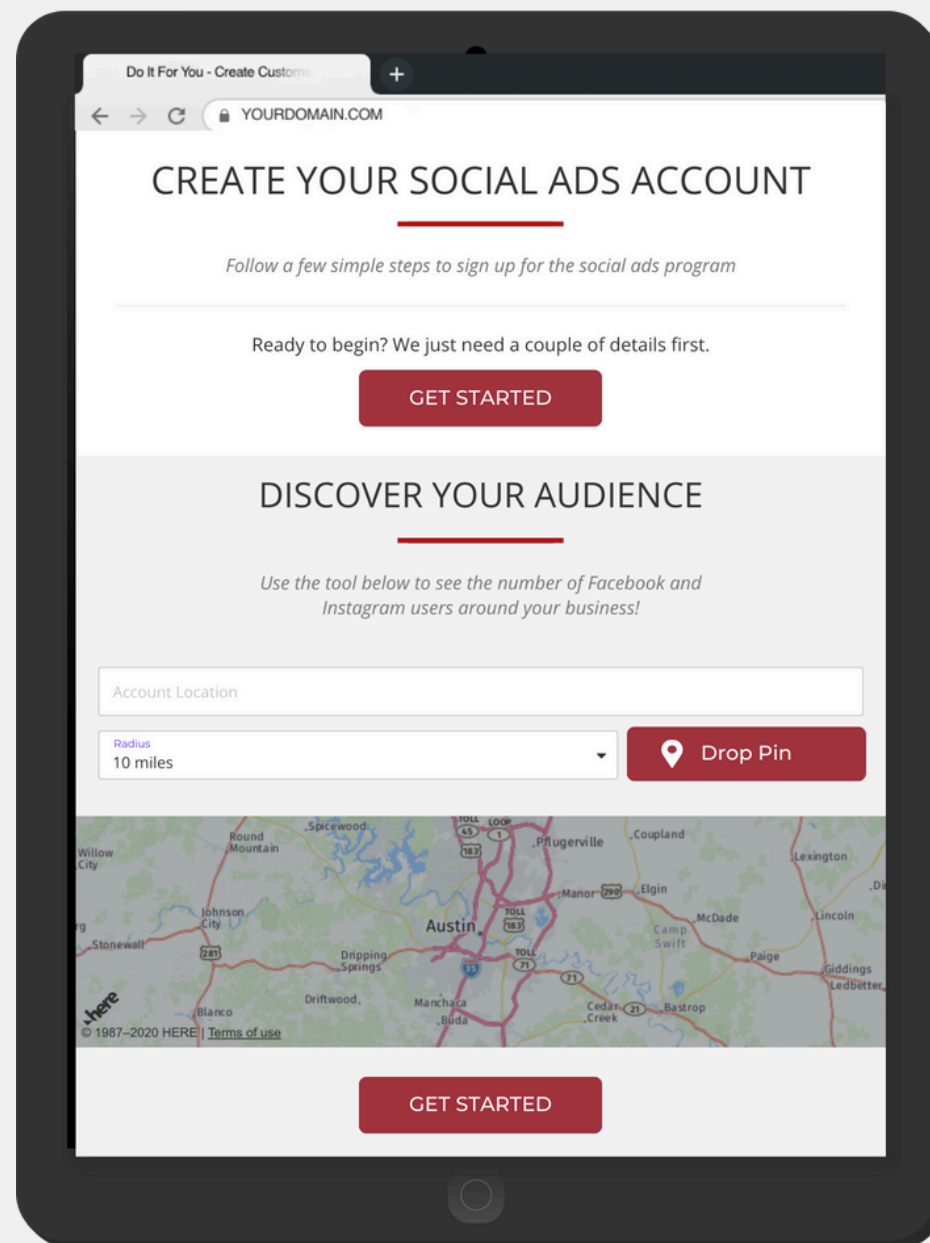
The API Solution Built for Marketing Resellers

Tiger Pistol provides an API-driven local advertising platform that empowers marketing resellers with everything they need to scale, automate, and optimize their operations. Our API enables:

-  **Seamless White-Labeling**
Create a fully-branded advertising experience for clients without disrupting established workflows.
-  **Subscription Model Advertising**
Unlike Facebook, we offer a scalable subscription model that makes recurring advertising simple.
-  **Scalability That Outperforms Native Tools**
Digital advertising tools aren't built for scale. Our API ensures every feature is optimized for high-volume campaign execution.
-  **Easy Page Connections**
Managing local partner page or account connections through Facebook Ads Manager, TikTok, or Amazon Ads is cumbersome. Our API simplifies the process.
-  **Comprehensive Documentation**
We provide clear, detailed API documentation, making it easy to implement the solutions.
-  **Facebook API Versioning Management**
We handle API updates, so resellers don't have to.
-  **Effortless Ad Account Creation & Funding**
Setting up ad accounts and linking funding sources through Facebook, TikTok, or Amazon manually is time-consuming. Our API automates this process for resellers at scale.
-  **Unified UI and API Experience**
Our platform and API share the same backend services, allowing resellers to create and manage clients seamlessly across both interfaces. Whether adding customers through the UI or via API, the experience is consistent and reliable.
-  **Industry-Standard Authentication**
Securely authenticate with Tiger Pistol's API using best-in-class authentication protocols.

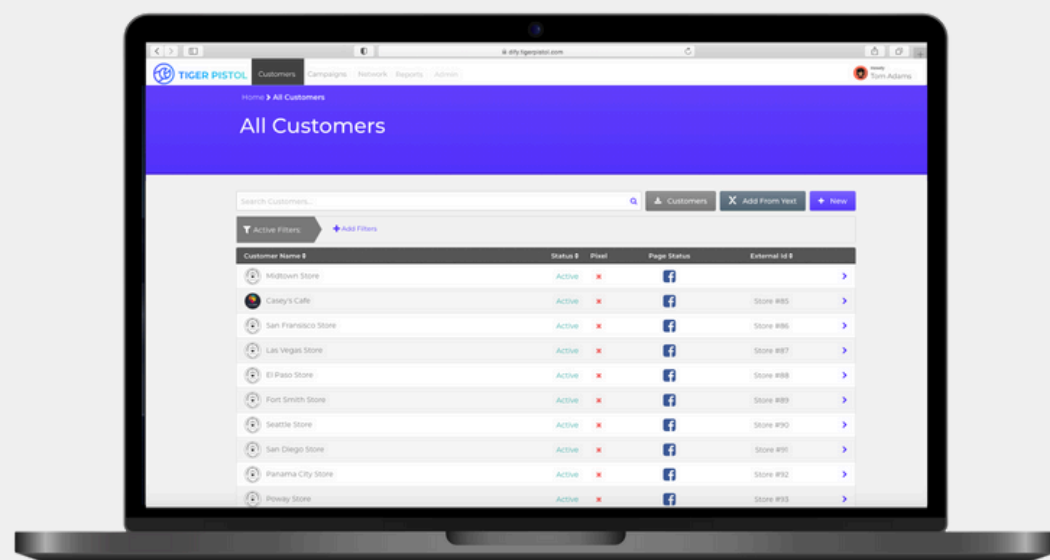
White-Labeling Capabilities

Tiger Pistol's white-labeled solutions are inclusive of custom branding of the UI, access URLs, and platform emails.



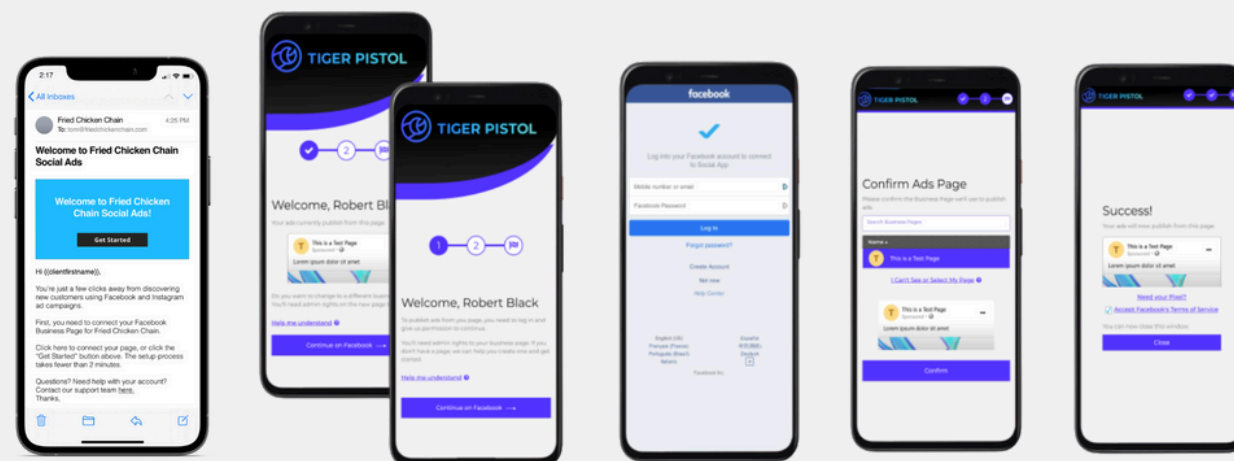
Effortless Ad Account Connections

With Tiger Pistol's automation tools, clients can effortlessly onboard locations and link SMB Facebook Business Pages, TikTok and Amazon Ad accounts, streamlining the entire process for swift and seamless connections.



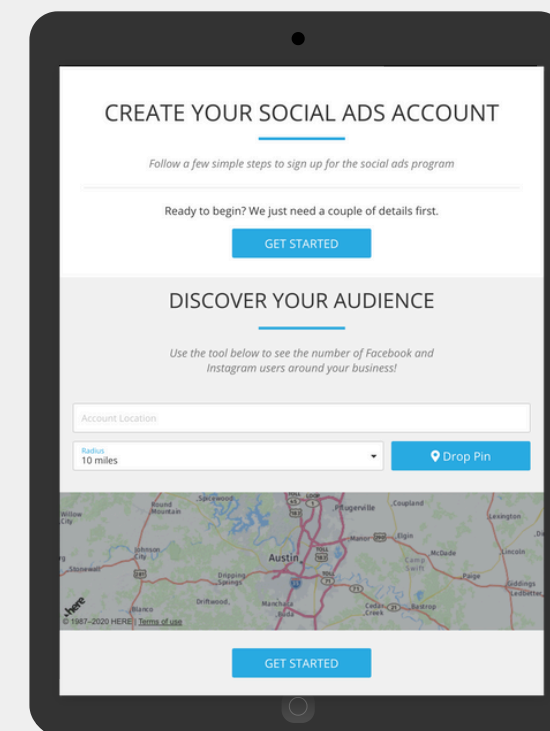
UPLOAD FROM FILE

Use the spreadsheet import to upload locations in bulk.



EMAIL ONBOARDING

An automated email invitation launches a guided flow to connect Facebook Business pages, TikTok accounts, and Amazon ad accounts to the social program.



MOBILE SIGN-UP TOOL

Marketers can receive Facebook Business Page, TikTok account, and Amazon ad account permissions face-to-face or via email.



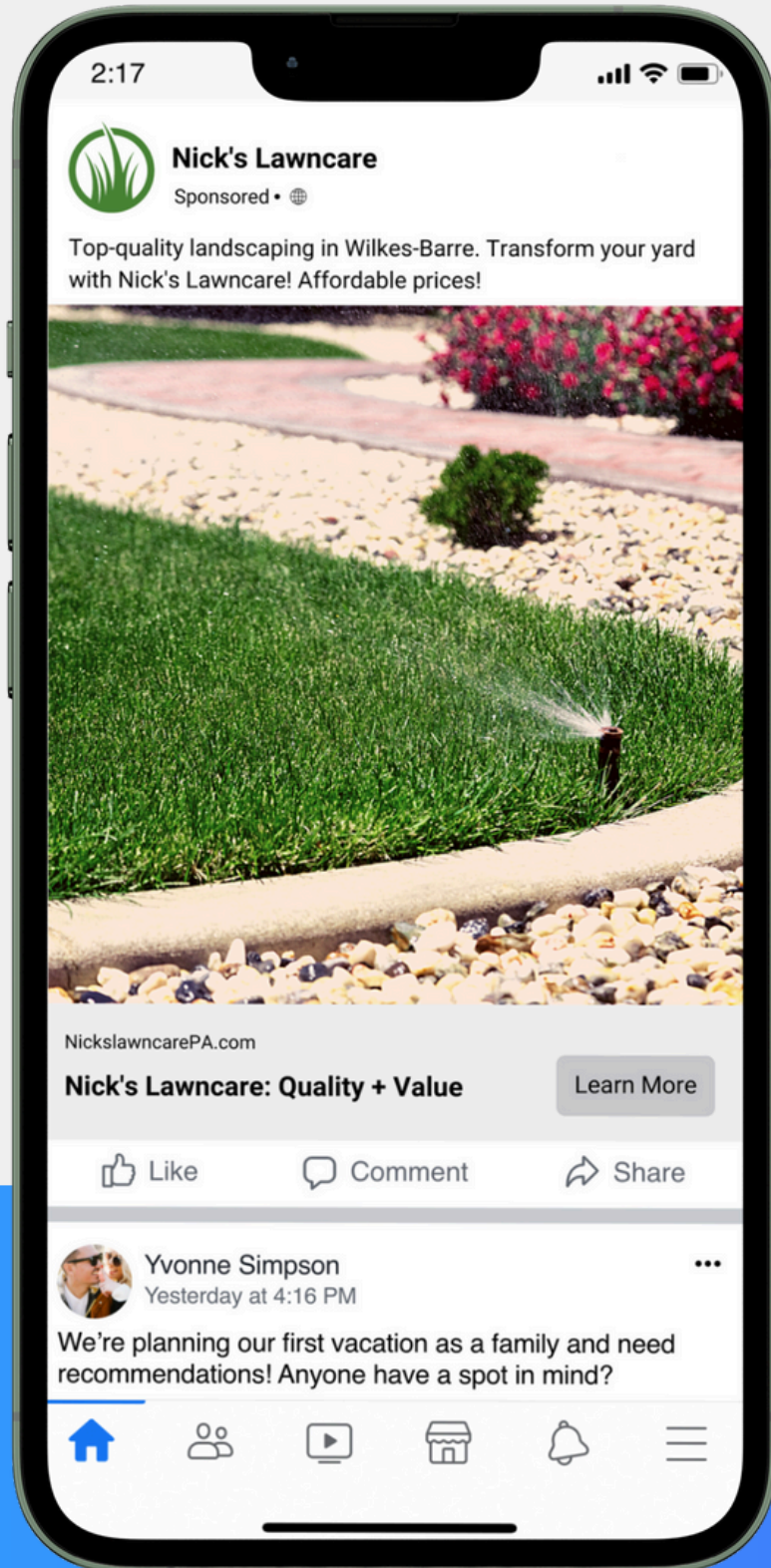
The Power of Partnership: Enabling Scalable, Automated Social Advertising

Marketing service resellers need more than just a platform – they need a partner that seamlessly integrates into their operations, accelerates efficiency, and delivers results at scale. By automating campaign fulfillment and optimizing ad performance, Tiger Pistol allows resellers to focus on their core mission – helping their SMB clients grow.

The following case studies highlight how leading marketing resellers have leveraged Tiger Pistol's platform to scale operations, increase efficiency, and deliver exceptional value to their clients.



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

160K+

Campaigns Published
Annually

20K+

Local Businesses
on Platform

2B+

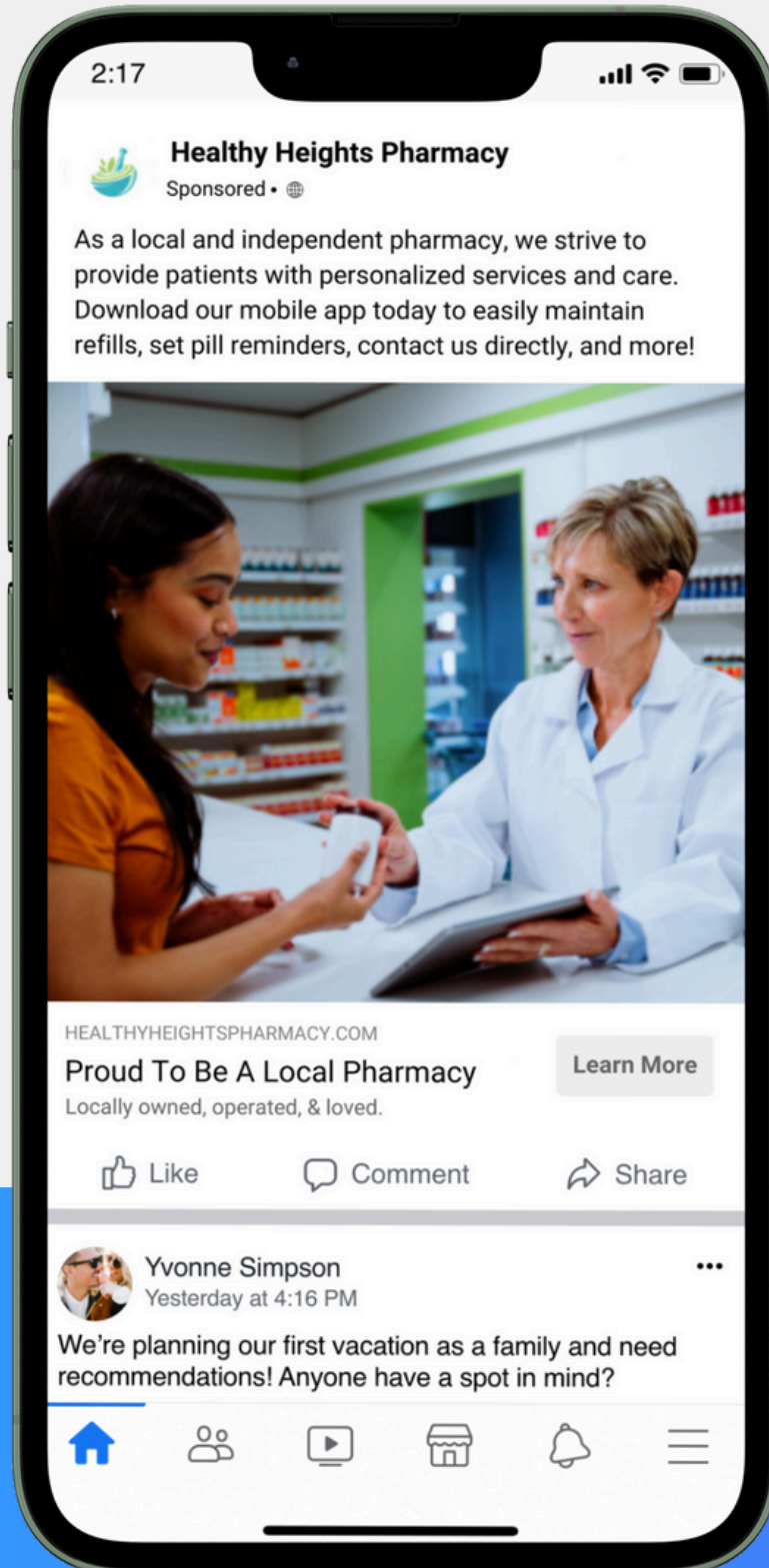
Social Ad
Impressions Annually

16M+

Social Ad
Engagement Actions
Annually



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.

160K+

Campaigns Published

3.5K+

Pharmacy Locations

5M+

Social Ad
Engagement Actions

45%

Decrease in Cost
of Advertising for
Traffic Campaigns



Success Story

Industry

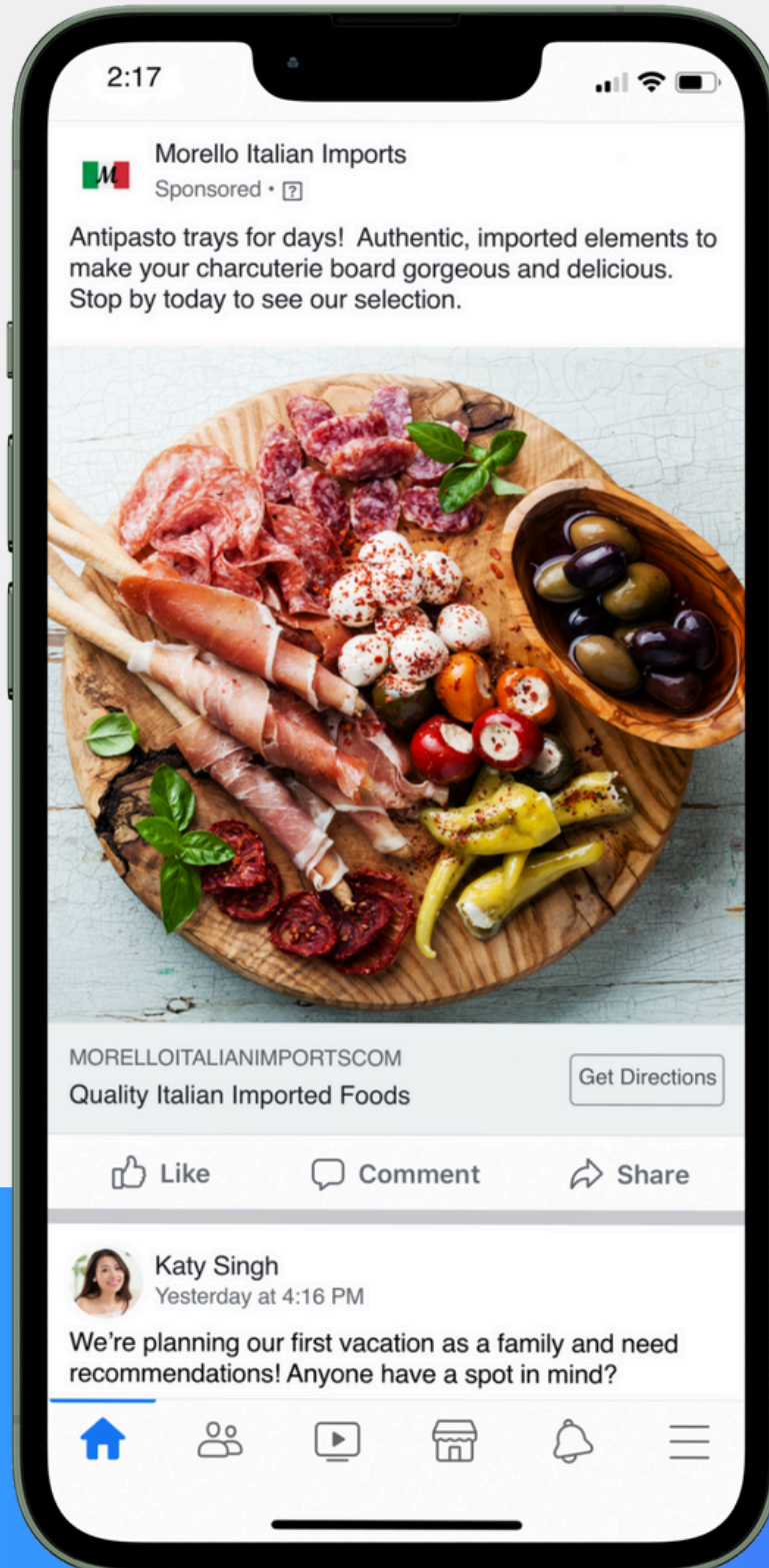
Marketing Service Reseller

Challenge

Tiger Pistol partnered with GoDaddy to provide a subscription-based social advertising solution for its SMB network.

Solution

Tiger Pistol's subscription model enabled GoDaddy's network of SMB users to run multiple recurring campaigns with customized campaign dates, ad objectives, audiences, and creative assets for their end-advertisers as well as schedule future seasonal campaigns, promotions and offers in advance to provide a steady stream of recurring revenue. By automating campaign creation, Tiger Pistol cut operational hours, so users could save valuable time and focus on optimization and growth strategies.



52K+

Campaigns Published

7K+

Local Businesses on Platform

80%

Decrease in Cost of Advertising for Reach Campaigns

55%

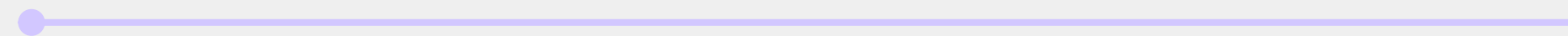
Decrease in Cost of Advertising for Traffic Campaigns



Scaling Success: How Marketing Resellers Thrive with Automated Local Advertising

Marketing resellers have a tremendous opportunity to scale their operations while solving SMBs' most pressing advertising challenges. By leveraging automation, multichannel marketing, and bundled services, resellers can increase efficiency, expand their service offerings, and drive sustainable revenue growth.

With social media and digital advertising continuing to dominate SMB marketing budgets, now is the time for resellers to adopt scalable, technology-driven solutions. Those who do will meet the evolving needs of their SMB clients and position themselves as the go-to providers for effective, results-driven local advertising in 2025 and beyond.



Let's Talk

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