FROM ROADBLOCKS TO REVENUE

Solving the Top 3 Digital Advertising Challenges for Marketing Resellers

TIGER PISTOL

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Want to Capture More SMB Dollars? Start with These 3 Strategic Fixes

The numbers tell a clear story. Nearly half of small and mid-size businesses (SMBs) are set to increase their digital marketing budgets in 2025 and almost all of the rest will maintain their 2024 spend. Moreover, 50% of SMBs say digital marketing and online advertising are among their most effective ways to acquire new customers.

They understand the stakes – without a strong online presence, they risk being invisible to customers who now discover, search, shop, and decide through digital channels. But here's where the problem emerges: most SMBs don't have the time, resources, or expertise to run effective campaigns.

This gap between intent and execution creates a massive opening for marketing resellers. In theory, the solution is simple – step in, provide the tools, and help SMBs win in the digital space. In practice, it's more complicated. Three major obstacles stand in the way.

49%

of SMBs will increase their marketing budgets in 2005, and almost all the rest will maintain their 2024 spend.

LOCAL IQ, TARADEL

50%

of SMBs say digital marketing and online advertising are among their most effective ways to acquire new customers.

LOCAL IQ

The Top 3 Operational Roadblocks Facing Resellers

Partner Onboarding and Account Connections

Gaining page and ad account permissions is the first and biggest hurdle – without access, campaigns cannot launch, and advertising stalls before it even begins. SMBs are busy, and cumbersome account connection processes can exceed their effort threshold.

Scaling Campaigns

Managing digital advertising at scale demands more than manual effort. Without automation, resellers face bottlenecks that limit growth, increase the risk of human error, and make it difficult to maintain campaign quality. Automation takes on the heavy lifting - handling campaign creation, testing, optimization, and reporting - while ensuring consistent performance and clear communication with SMB clients.

Platform Integration

Many resellers already have systems for managing client marketing efforts. Forcing SMBs to use separate tools disrupts workflows, weakens brand continuity, and creates unnecessary friction.

Efficiency is a Benefit and a Growth Strategy

These barriers aren't just inconvenient. They stall adoption, limit growth, and frustrate SMBs eager to invest in digital advertising. For resellers, solving these challenges isn't just about streamlining operations. It's about positioning themselves at the center of the SMB marketing ecosystem. Automation, seamless integrations, and scalable advertising models are necessary to unlocking revenue, driving long-term client relationships, and transforming a fragmented, inefficient process into a high-performing, profitable system. This playbook lays out the path forward.

Page & Account Connections: Fixing the SMB Onboarding Bottleneck

Marketing resellers face a fundamental challenge: before they can launch a single social advertising campaign, they need access to SMBs' Facebook Pages and digital ad accounts. What seems like a simple step is, in reality, a major bottleneck. SMBs are busy. They do not have time to navigate complex permissions processes, and any friction in onboarding can stall adoption before it even begins.

The Roadblock: Onboarding Delays Slow Growth

Partner onboarding is often the biggest obstacle to scaling local advertising programs. Without direct access to SMB-owned ad accounts, resellers cannot execute localized campaigns. Delays in permission requests lead to frustration on both sides – SMBs lose patience, and resellers struggle to move accounts from signup to activation.

Why This Matters

The impact of a slow or cumbersome onboarding process goes beyond the initial setup. It influences long-term client relationships, advertising effectiveness, and overall program success.

17%

of SMBs that outsource marketing services churn because they do not see their provider as a true partner.

VCITA

53%

of SMBs spend just 1-10 hours per week on marketing, making seamless onboarding a necessity rather than a luxury.

LOCALIQ

Churn Increases When SMBs Feel Disconnected

SMBs are not just looking for a service provider – they want a partner who understands their business and delivers measurable value. When they feel disconnected or see little engagement from their marketing provider, they are more likely to walk away. A fragmented onboarding process or lack of communication signals indifference, making it easier for SMBs to shift their budget elsewhere. Resellers who foster strong partnerships through seamless onboarding, clear reporting, and ongoing support can improve retention and build long-term client relationships.

Time Constraints are Real

With limited time dedicated to marketing, SMBs need solutions that work without adding to their workload. A complicated onboarding process or time-consuming setup can quickly become a dealbreaker. If resellers do not make it easy for SMBs to get started, campaigns stall, adoption slows, and potential long-term partnerships never take off. Seamless onboarding removes friction, allowing SMBs to launch campaigns quickly and focus on running their business while resellers handle the rest.

When onboarding drags on, SMBs lose interest, campaigns never get off the ground, and resellers miss revenue opportunities. The solution? A frictionless onboarding experience that eliminates complexity and accelerates the path to activation.

Equip your reseller business with the tools and strategies to scale operations, increase profitability, and deliver results for your SMB clients. Download "Scaling SMB Advertising: A Marketing Reseller's Guide to Efficiency, Profitability, and Growth!"

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The Solution: A Seamless Onboarding Process

The faster SMBs can connect their accounts, the faster campaigns can launch – and the more likely they are to stick with a reseller long-term. Removing manual barriers and streamlining permission requests ensures a smooth transition from signup to execution.

- **Frictionless Onboarding:**
  Simplify account connection steps so SMBs can approve access quickly and with minimal effort.
- **Automated Permission Requests:**
  Implement automation that reduces manual input and speeds up approvals.
- **Direct Integration with Platforms:**
  Enable SMBs to grant access seamlessly through embedded workflows, eliminating the need for back-and-forth emails and lengthy approval processes.

The Impact: Faster Activation, Higher Adoption

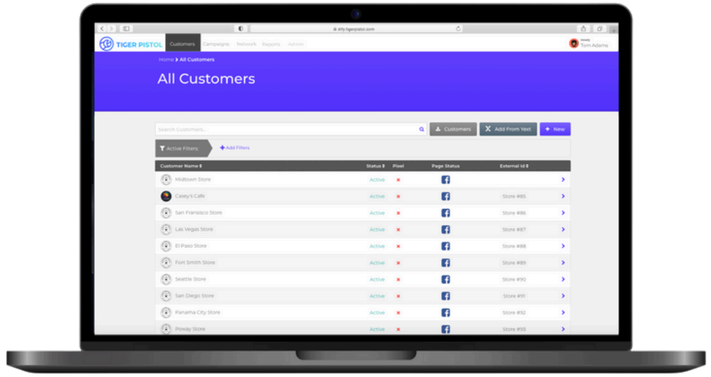
A seamless onboarding process transforms SMB advertising adoption rates. When setup is effortless, more businesses sign on, campaigns activate faster, and resellers can scale operations without increasing overhead.

- **Accelerated SMB Onboarding:**
  Means more campaigns launch in less time.
- **Quicker Speed to Launch:**
  Keeps SMBs engaged and committed to long-term partnerships.
- **Greater Scalability:**
  Allows resellers to grow their customer base without adding manual workload.

Resellers that master the onboarding experience gain a strategic advantage. By making account connections effortless, they turn a common roadblock into a competitive strength – one that sets the foundation for long-term customer relationships and sustainable growth.

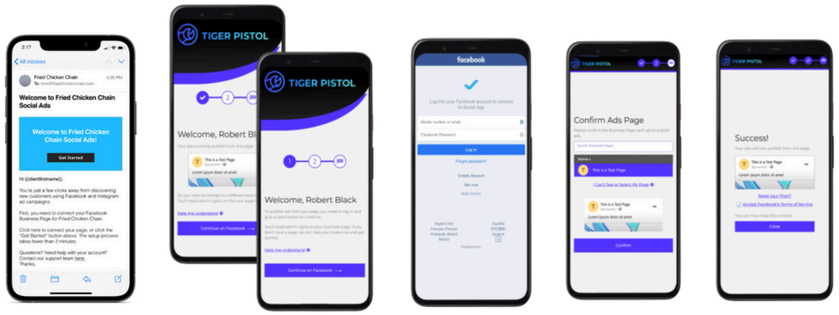
Effortless Ad Account Connections

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



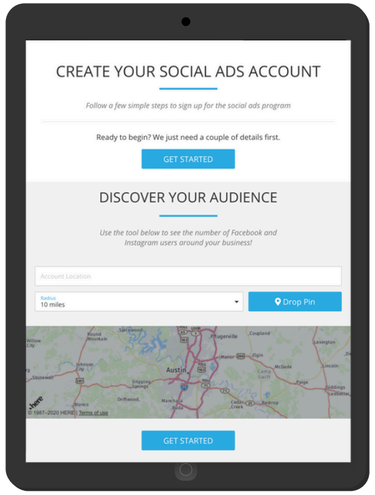
UPLOAD FROM FILE

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.

Scale & Subscriptions: How Automation Unlocks Growth and Revenue

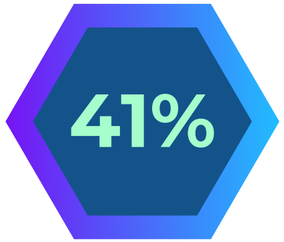
Once SMBs are onboarded, the next challenge emerges – scaling campaigns efficiently while maintaining quality. Managing digital advertising at scale requires more than just increasing workload. Without automation and structured subscription models, resellers risk hitting a ceiling on how many SMBs they can serve effectively.

The Roadblock: Scaling Campaigns Without Increasing Overhead

Traditional campaign management is resource-intensive. Each new client requires manual effort for onboarding, campaign setup, monitoring, and optimization, adding to operational strain. As a result, marketing resellers struggle to grow their customer base without proportionally increasing costs and staffing. SMBs, on the other hand, need ongoing campaign management, making one-off advertising purchases less effective for long-term success.

Why This Matters

Scaling is about more than just launching more campaigns – it is about sustaining performance, meeting SMB expectations, and creating a reliable revenue model.

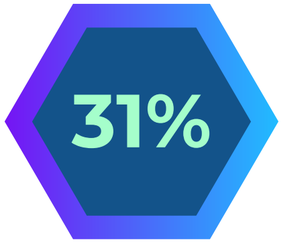


of SMBs spend less than $500 per month on advertising, making efficiency essential to deliver strong results.

TARADEL

Limited Budgets Create High Expectations

Efficiency ensures that every advertising dollar works harder. With limited budgets, SMBs cannot afford wasted spend or underperforming campaigns. Streamlined processes, automation, and data-driven optimizations maximize impact - ensuring ads reach the right audience, generate meaningful engagement, and drive measurable results. By eliminating inefficiencies, resellers can help SMBs achieve stronger outcomes even with constrained resources.



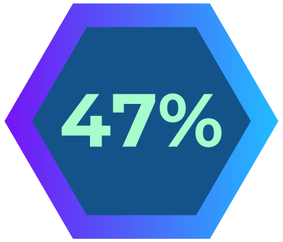
of SMBs with 10 or fewer employees have no full-time marketing staff, meaning they rely on external partners to handle campaign execution.

LOCALIQ

Marketing Workload is Stretched Thin

With limited or no dedicated marketing staff, SMBs lack the time and expertise to manage digital advertising effectively. They depend on external partners to handle everything – from strategy and campaign setup to optimization and reporting. If resellers do not provide an efficient solution, SMBs may struggle to maintain consistent advertising efforts, leading to missed opportunities and lower returns. The more hands-off the process, the more likely SMBs are to stay engaged and see long-term success.

Why This Matters



of SMBs invest in social media ads, making it one of their largest paid channels.

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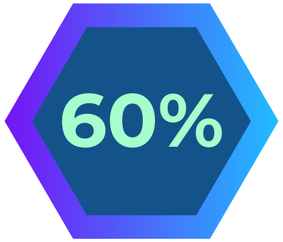

of SMBs work with at least one marketing partner, and 73% of those work with more than one.

LOCALIQ

Social Media Advertising is a Top Priority

With nearly half of SMBs prioritizing social media advertising, resellers must offer high-performing solutions to meet demand. Social platforms provide powerful targeting and engagement opportunities, but without expert management, SMBs risk ineffective spending and missed conversions. Resellers whose tools streamline campaign execution, optimize performance, and provide measurable results can position themselves as essential partners, ensuring SMBs get the most value from their investment.

Marketing Partnerships are Already the Norm

SMBs are actively seeking marketing support, and many work with multiple partners to fill gaps in their advertising strategy. This means resellers are not just competing for SMB business—they are competing for retention. If a reseller's solution is too complex or inefficient, SMBs will shift their spend elsewhere. Offering seamless, automated, and results-driven advertising services strengthens long-term relationships and positions resellers as the preferred partner in an increasingly competitive landscape.

Without automation, resellers face a fork in the road - either limit the number of clients they serve or increase operational costs. The key to scaling efficiently is streamlining campaign execution while creating a recurring revenue stream through subscription-based advertising.

Uncover actionable strategies to maximize local reach, precision-target your audience, and elevate campaign success. Download "5 Reasons to Use Amazon Sponsored Display for Local Advertising."

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The Solution: Automated Scale & Subscription Models

By leveraging automation and structured campaign subscription models, resellers can efficiently launch, optimize, and maintain campaigns at scale without manual intervention.

- **Bulk Campaign Creation:**
  Deploy thousands of hyper-local campaigns with minimal effort.
- **Automation-Driven Optimization:**
  Keep ads fresh and relevant without constant manual adjustments.
- **Subscription-Based Advertising:**
  Offer ongoing campaign refreshes to drive continuous engagement.

The Impact: Sustainable Growth, Recurring Revenue

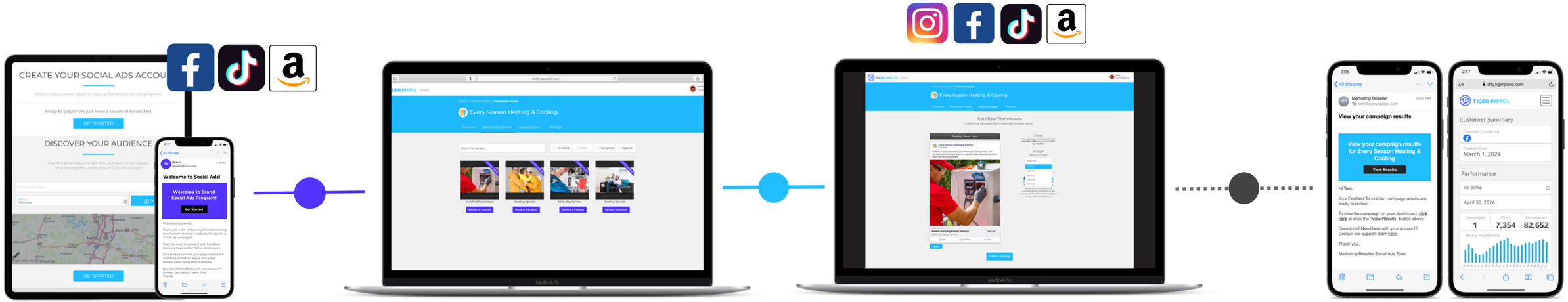
Scaling through automation and subscriptions is a game-changer. Instead of being limited by manual effort, resellers can maximize reach, improve efficiency, and create a reliable revenue stream.

- **Automated Campaign Management:**
  Means resellers can serve more SMBs without increasing costs.
- **Subscription-Based Models:**
  Provide consistent revenue and stronger client retention.
- **Optimized Campaigns:**
  Sustain engagement, delivering better long-term results for SMBs.

Marketing resellers who embrace automation and subscription-based advertising unlock a higher level of efficiency. By reducing the need for manual campaign oversight, they expand their ability to serve more SMBs, improve retention, and build a scalable, profitable business model.

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.

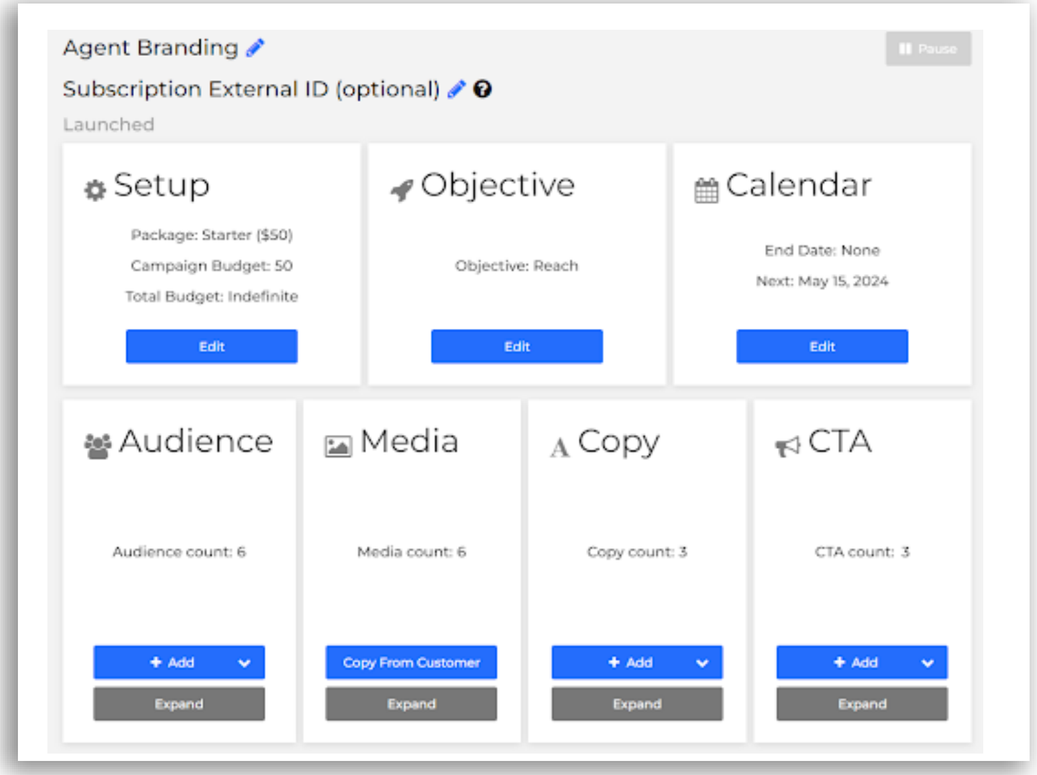
Recurring Campaigns

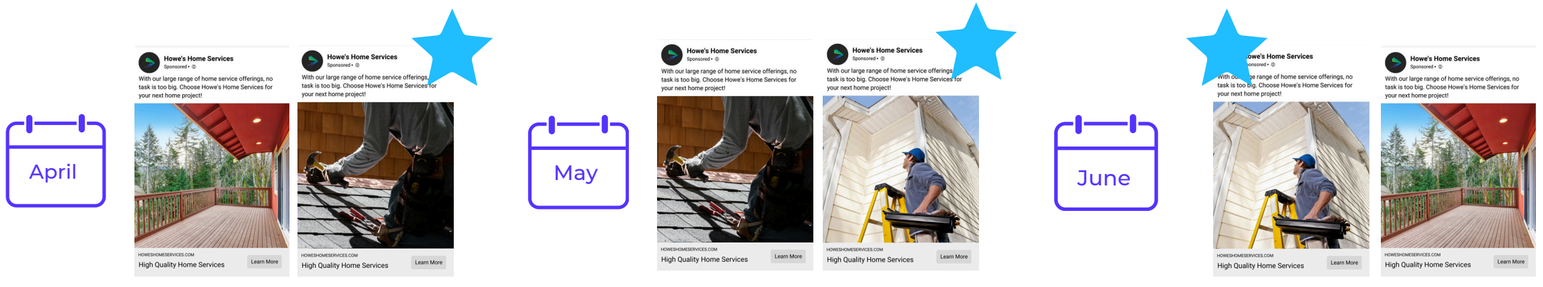
Automate the campaign process and minimize management hours. Tiger Pistol unlocks a seamless path to predictable revenue, empowering marketing resellers with subscription-based advertising automation.

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.





APIs & White-Labeling: Embedding Advertising Solutions Directly into Your Platform

Resellers operate in an ecosystem where efficiency, branding, and user experience drive success.

The Roadblock: Disrupting Workflows Weakens Retention

SMBs want advertising solutions that fit within their existing workflows – not tools that force them to jump between platforms. When advertising tools live outside the reseller's platform, friction increases, adoption slows, and retention suffers.

Why This Matters

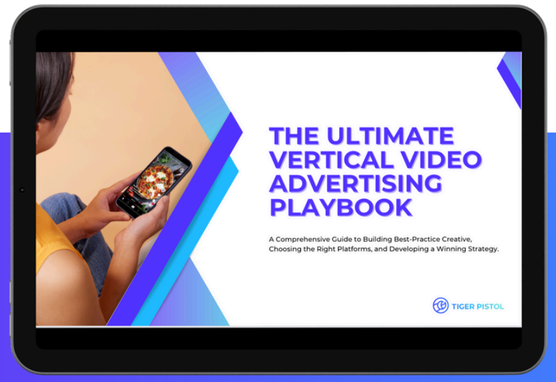
75%

of SMBs say having a one-stop-shop marketing solution is important.

LOCALIQ

SMBs Prioritize Branding and User Experience

SMBs value convenience. They expect an all-in-one experience that simplifies marketing efforts. Resellers who fail to integrate advertising into their existing systems risk losing control over branding, customer relationships, and long-term revenue.



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83%

Facebook (83%) and Instagram (60%) are the most-used platforms by SMBs.

TARADEL

Social Media is a Top Priority

Social media is where SMBs connect with customers, build brand awareness, and drive sales. If resellers do not provide seamless, integrated advertising solutions for these platforms, SMBs may turn to providers that better support their needs.

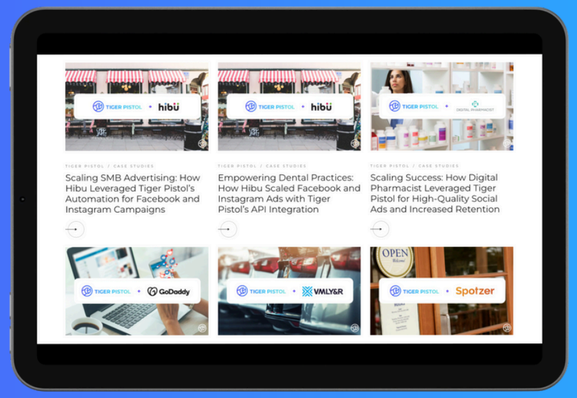
34%

of SMBs now incorporate TikTok into their marketing strategies.

LOCALIQ

TikTok's Influence is Growing

As consumer behavior shifts toward video-first content, SMBs need partners who can help them capitalize on emerging trends. Resellers who integrate TikTok advertising solutions into their platforms can attract more SMB clients, drive engagement, and stay ahead of digital marketing shifts.



See how leading marketing resellers scale faster and work smarter with Tiger Pistol. Explore real-world success stories that prove what's possible.

SUCCESS STORIES →

The Solution: API-Driven, White-Labeled Advertising Solutions

To maximize adoption and retention, resellers must integrate advertising solutions directly into their platforms. White-labeling and API-driven integrations provide SMBs with a familiar, seamless experience while giving resellers full control over branding and customer relationships.

- **Seamless API Integration:**
  Embed advertising solutions directly into reseller platforms, eliminating the need for external tools.
- **Fully-Branded Experience:**
  Ensure SMB clients interact with a platform that reinforces the reseller's brand.
- **Automated Workflows:**
  Enable self-serve campaign purchases and management within the reseller's system.

The Impact: Stronger Retention, Greater Scalability

Integrating advertising solutions into existing platforms is more than a convenience – it is a competitive advantage. When SMBs can manage their digital advertising seamlessly within a familiar interface, engagement increases, retention improves, and resellers maintain control over the customer relationship.

- **Embedded Solutions:**
  Keep SMBs engaged without switching platforms.
- **White-Labeled Experience:**
  Strengthens reseller branding and customer loyalty.
- **Automated Workflows:**
  Create a scalable, efficient campaign management system.

Marketing resellers who embrace API-driven, white-labeled solutions set themselves apart in a crowded market. By offering seamless integration, they eliminate friction, increase advertising adoption, and build a foundation for long-term client success.

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.

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.

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.

Subscription Model Advertising
Unlike Facebook, we offer a scalable subscription model that makes recurring advertising simple.

Comprehensive Documentation
We provide clear, detailed API documentation, making it easy to implement the solutions.

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.

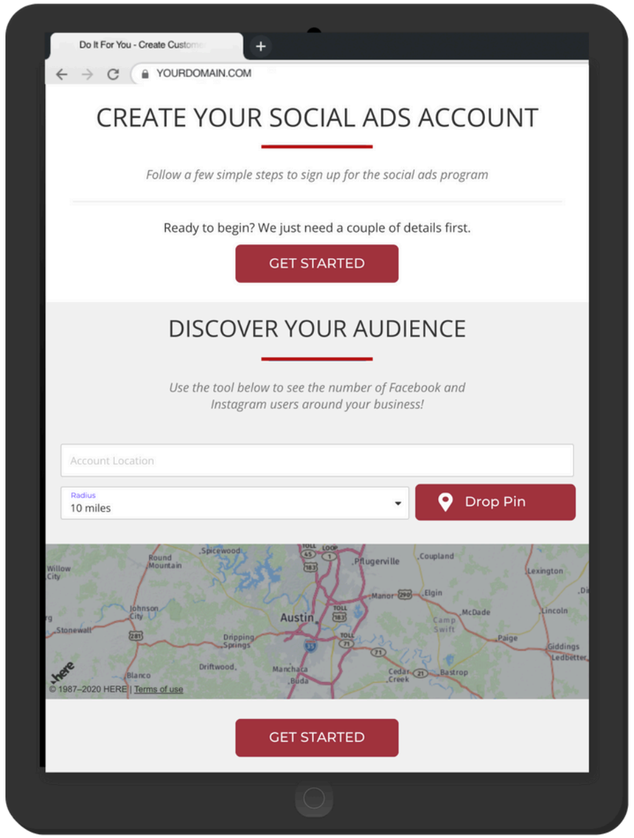
Scalability That Outperforms Native Tools
Digital advertising tools aren't built for scale. Our API ensures every feature is optimized for high-volume campaign execution.

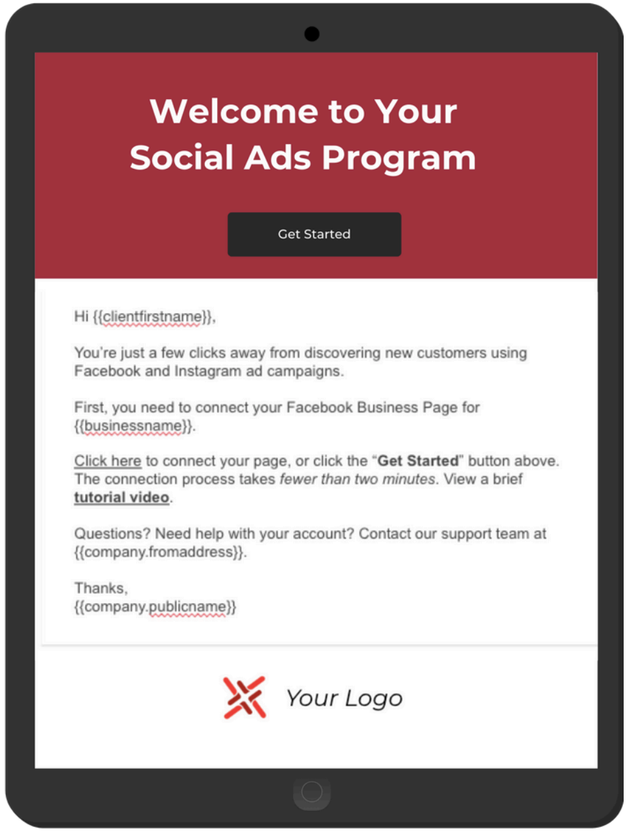
Facebook API Version Management
We handle API updates, so resellers don't have to.

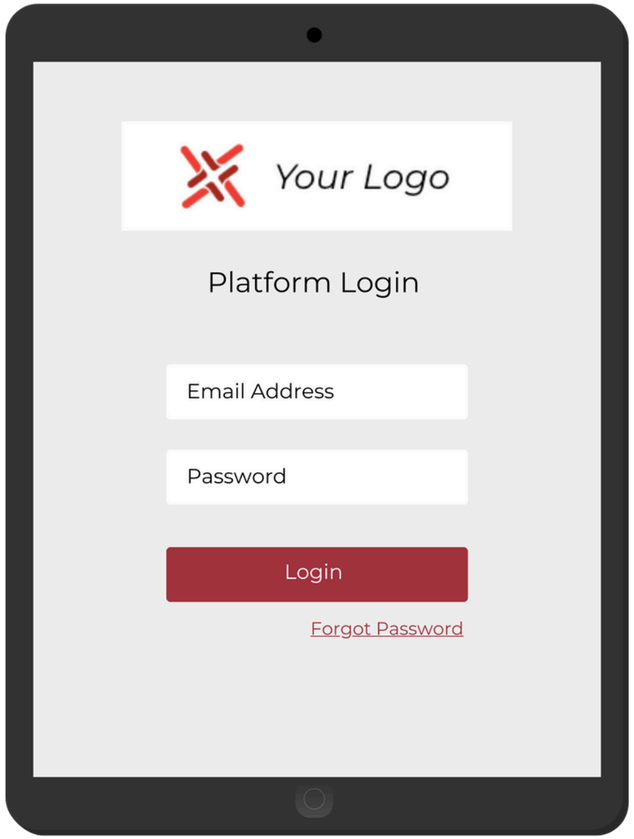
Industry-Standard Authentication
Securely authenticate with Tiger Pistol's API using best-in-class authentication protocols.

White-Labeling Capabilities

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







Turn Friction Into Fuel for Growth

SMBs are signaling loud and clear: they are ready to invest in digital advertising, and they want marketing partners who make that investment count. But for resellers, growth is about offering the right services and removing the right barriers.

From simplifying account connections to scaling campaigns through automation, and embedding advertising into existing platforms, resellers who streamline operations are the ones who rise to the top. The future belongs to those who reduce friction, increase adoption, and create meaningful, lasting value for SMB clients.

The opportunity is significant. But seizing it requires more than ambition - it requires infrastructure.

TIGER PISTOL

Let’s Talk

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