

THE 7-FIGURE AGENCY GROWTH PLAYBOOK

WHITE LABEL EDITION

Scale Fast. Deliver More. Stay Lean

dotcomdevelopment
WEB. MOBILE. CLOUD. AI.



WHY THIS PLAYBOOK MATTERS

Whether you're pitching enterprise accounts, launching new platforms, or scaling day-to-day delivery this playbook gives you the blueprint to scale fast and stay lean.

1. Digital Marketing and Creative Agencies are expected to deliver complex builds without a complete or sufficiently experienced in-house tech team
2. Agencies need to scale services, boost margins, meet deadlines ... without adding staff
3. This playbook shows how top agencies grow profitably with Dot Com Development



WHAT'S HOLDING AGENCIES BACK

- **Tech work slows agencies down**

Projects get stuck in development or fall behind because freelancers, junior/mid level developers or in-house agency teams lack sufficient technical development

- **Clients and customers want more**

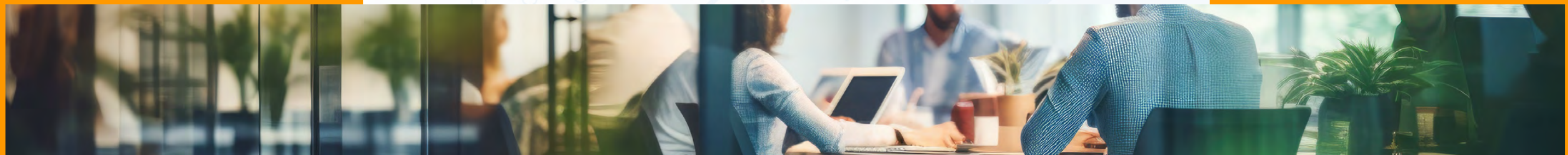
Clients are asking for more robust, automated and smarter AI infused websites, web apps, and integrations and you don't want to say no.

- **Agency teams get maxed out**

Designers, marketers, and project managers are over extended and lack the technical expertise for larger more complex and integrated website solutions.

- **Agencies are leaving revenue on the table.**

Turning down dev projects, outsourcing with razor-thin margins or unreliable tech teams without performance and output guarantee's means missed growth.



HOW TOP AGENCIES SCALE - 1

Full-Stack Dev Under Your Brand

From brochure sites to complex portals, web build for your clients under your name.

- Fully white-labeled delivery
- No code hand-offs or messy freelance coordination
- Dedicated PMs who work directly with your team

Boost Margins Without Building a Dev Team

Say goodbye to hiring risk. Our devs become your devs without the overhead.

- Mark up dev services 2x–4x for strong margins
- Keep payroll lean while expanding capabilities
- Focus your team on strategy, design, and growth

Speed to Launch = Speed to Revenue

Risk mitigated, high-velocity deliveries, helping you meet campaign timelines and launch deadlines.

- 30–50% faster delivery than in-house or freelancers
- Agile sprints and fee schedule based billing
- Launch MVPs in weeks, not months

Technical Confidence to Win Bigger Projects

Close deals that involve more than static sites. Trust partners that empower you to say “yes” to more complex requests.

- Web portals, Custom CMS + CRM setups
- eCommerce platforms, Integrations with CRMs, ERPs, APIs
- Mobile and AI powered applications

HOW TOP AGENCIES SCALE - 2

Instant Access to Senior-Level Web Expertise

A skilled and trusted partner team that knows how to execute and ship.

- Frontend & backend developers
- Solutions architects & UX strategists
- QA & DevOps support
- WordPress, React, Angular, Vue, Next.js, Node.js, Laravel, .NET, PHP, Python
- Salesforce, HubSpot and more.

Cross-Platform, Conversion-Ready Builds

Specialized web builds that look great and convert on desktop, tablet, and mobile.

- Responsive and mobile-first
- SEO-optimized & performance-tuned
- Stable and secure to protect IP and data
- Designed to match your agency's standards

FULL STACK DEVELOPMENT UNDER YOUR BRAND



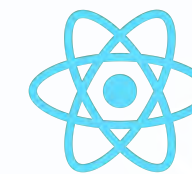
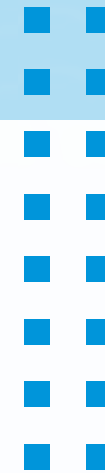
Websites, portals, web apps, mobile apps, AI powered solutions

WordPress, Drupal, Headless CMS and custom portals.

eCommerce Solutions, CRM's, ERPs, API Integrations, Micro Services

Multi Language, mobile-first, SEO optimized, fast and secure

**Enterprise level solutions, on-time, on-budget ...
exceeding expectation.**



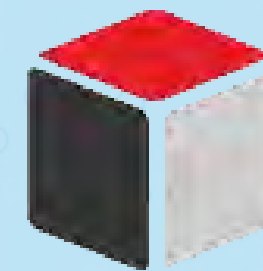
SAY YES TO CMS + CRM PROJECTS WITHOUT ADDING RISK

Help your customers integrate, automate and scale

Our certified engineers handle complex Salesforce and HubSpot work and more so your agency can confidently offer marketing automation, CRM customization, and platform integrations

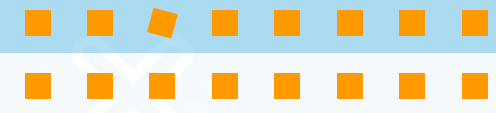


We build fully functional CRM and marketing systems behind the scenes, helping you unlock new revenue streams while staying focused on creative and strategy.



BUILD FUTURE READY SOLUTIONS THAT MAKE A DIFFERENCE FOR YOUR CLIENTS

Modern Frontends. Scalable Platforms. Seamless Commerce.



From sleek websites and SaaS platforms to revenue-generating and AI Powered storefronts, we build the high-performance digital experiences your clients demand. Whether it's a custom web app, a dashboard, or a full eCommerce site, we help you deliver responsive, scalable, and secure solutions ready to launch under your brand.



WE POWER THE DEV MUSCLE BEHIND THE SCENES

Reobust Integrations. Scalable Infrastructure. Built to Perform



We handle the technical backbone so your team can focus on delivery. From third-party integrations to secure, cloud-native architectures, our backend systems are built for scale, performance, and reliability.

Your client may never see us, but they will feel the difference.



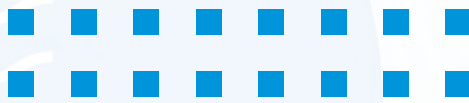
THE PLAYBOOK

How the partnership works.
We flex to match how your agency already works ... no friction, just flow

steps 1 – 3



1	Introductions and Alignment	Meet your team, define goals, set expectations roles and responsibilities. Sign NDAs, and one time MSA
2	Intake Flow	Define tools, communication channels. Share requirements/specs and designs or involve Dev early
3	Scope and Estimate	We provide a detailed fixed cost estimate demonstrating an understanding of requirements, an SOW, guaranteed fixed cost estimate and preliminary development plan



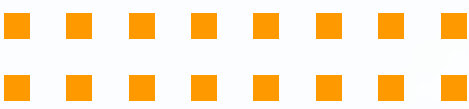
THE PLAYBOOK

How the partnership works.
We flex to match how your agency already works ... no friction, just flow

steps 4 & 5

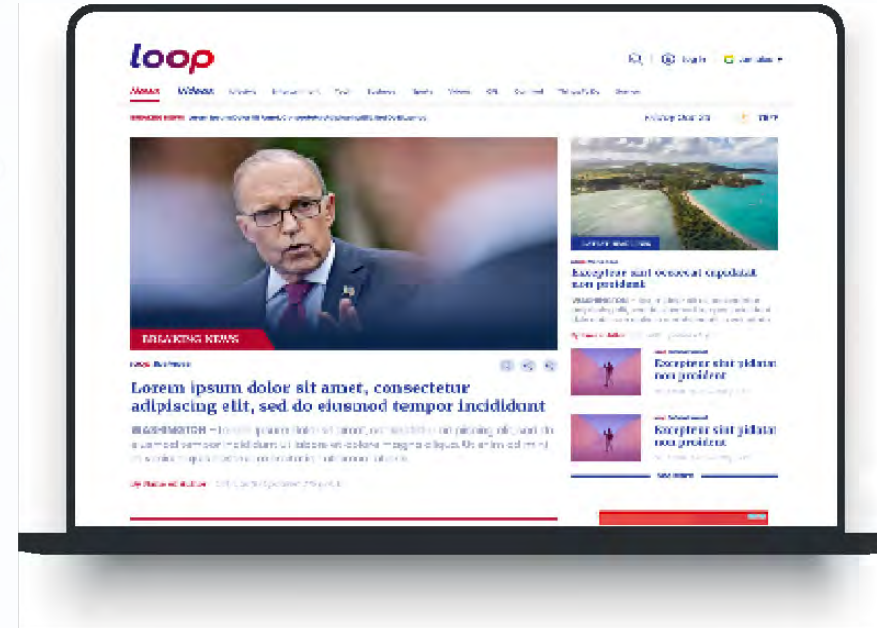


4	Agile Build and Review	Sprint-based delivery You and your client review and test, we revise and fix until approved
5	Client Launch (Under Your Brand)	You deliver final product (All products warrantied for 90 days) Optional: post-launch support & retainers available



CUSTOMER SUCCESS

digicel
TREND®



Loop News Web & Mobile Applications Digicel / Trend Media Group

Trend Media's flagship digital products. These enterprise web and mobile applications deliver rich news media to all 30 markets in the Caribbean region.

- Responsive web application
- Native iOS and Android mobile applications
- Centralized publishing repository
- AI driven content delivery platform
- 800 web users/minute on average
- Up to 1500 web users/minute at peak
- Over 4M mobile application installs

CUSTOMER SUCCESS



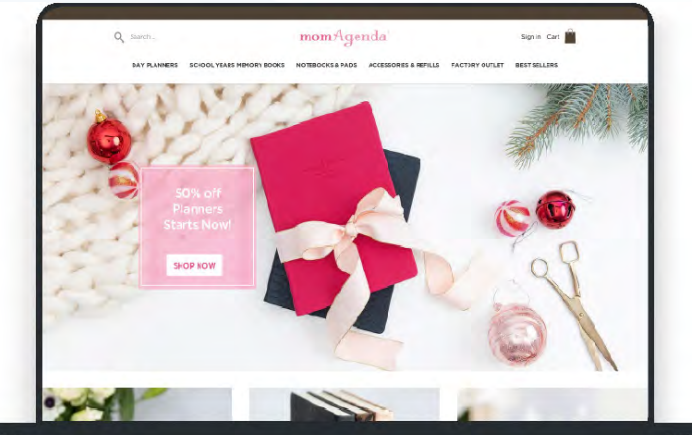
SPC4 Digital Logger Mobile Application

Valley Forge and Bolt & Manufacturing Co.

The Valley Forge Digital Logger connects to the SPC4™ 406a handheld meter via Bluetooth to receive and log bolt tension data on equipment used in large scale commercial mills and other facility equipment.

- Single or multi company management
- Multiple mill and equipment configurations
- Log tests while connected to each SPC4™ 406a handheld meter
- Manage, view and export robust set of reports

CUSTOMER SUCCESS



Responsive eCommerce Application

momAgenda

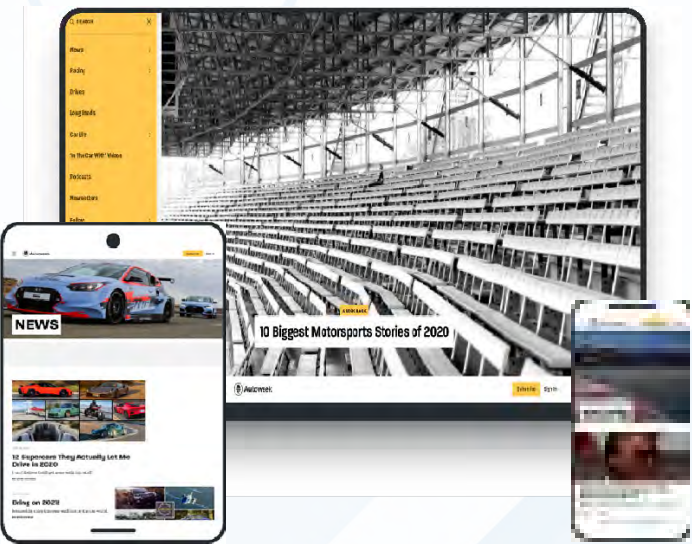
momAgenda is an online and in-store retailer of quality planners. We provided a responsive eCommerce solution that not only made their product line easy to manage online, but also showcases their planners and provides a high conversion user experience for their customers.



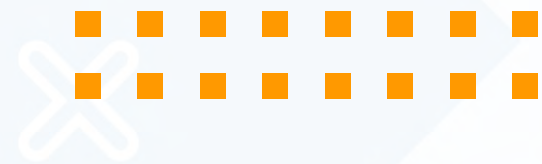
Responsive Web Application

AUTOWEEK

Autoweek is a grouping of responsive platforms dedicated to the car enthusiast with a fortnightly print magazine, up-to-the-minute responsive website, and interactive iPad and iPhone apps. The Autoweek brand is synonymous with automotive passion that continues to grow each and every year.



RESULTS OUR PARTNERS EXPERIENCE



30%

more projects
per quarter

36%

Faster time
to launch

42%

profit margin boost
90 – 120 days

40%

boost in
client LTV

36%

lower delivery
costs

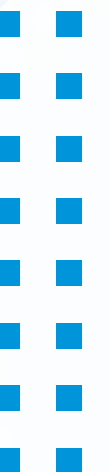
WHY PARTNER WITH DOT COM DEVELOPMENT



1. 20+ years building custom web, mobile, and data-driven commerce platforms.
2. Gain access to full-stack development expertise that helps your agency deliver high-quality solutions on time and on budget.
3. Scale your agency's capabilities overnight with elite engineering talent and white-label delivery precision.
4. Increase revenue without increasing headcount by white-labeling our secure, high-performance development services.



**Software Development
Company of the Year**



READY TO TALK WHITE LABEL PARTNERSHIP?

Custom Web. Mobile. Cloud. & AI. Solutions ...
Delivered Under Your Brand

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