# White Label Agency

Partner Success Story:

**5 Years** of **White Label WordPress Development**

## An agency is born

In 2006, Dutch IT whizzes Edwin and Mike started 2manydots, a web development agency based in the Netherlands. To build websites for clients, they designed and maintained their own custom content management system and coded them using PSD to HTML. They hired in-house developers to do the coding itself.



2manydots office in Tilburg, Netherlands

This setup worked decently for the company for several years, but in managing their own CMS they often ran into issues with cross-browser compatibility, among other things. In addition, demand for WordPress websites specifically was substantial and growing.

## Moving to WordPress

As a result, they decided to switch to WordPress as the CMS for their websites. This change actually created a personnel problem: their developers, who had taken ownership and pride in the company's custom CMS, were less than thrilled about working with the most widespread, standardized CMS in the world.

"Our staff wasn't comfortable anymore after about half a year or a year of building WordPress websites," Edwin says. "Having our own CMS system was their thing, their responsibility, and that brought greater excitement to them because it was more technical." The main in-house developer at 2manydots resigned soon after.



Edwin van der Maas and Mike Lelieveld

Edwin and Mike were nevertheless confident that going over to WordPress was the right long-term business decision. Facing difficulties recruiting and retaining developers in-house, they began searching for a WordPress outsourcing partner.

## The "hybrid" model of outsourcing

2manydots was looking for a very specific feature in partnering with a WordPress agency abroad.

"All we found was that you would hire a developer immediately for full-time, and that wasn't what we were looking for," Edwin said. "We were looking for a sort of **hybrid model or flexible model where we can scale resources quickly up or down**."

They got as far as visiting a company in Macedonia before deciding that that firm wasn't the right fit for 2manydots. Then, while Googling for other options, Edwin came across White Label Agency, which had the exact hybrid model he was looking for — the ability to hire WordPress developers either on a project basis or full-time. He got in touch with salespeople at the company as well as Einar, one of the founders of White Label Agency.

They decided to give it a shot and hired White Label Agency to do a trial project. The remaining in-house developer at 2manydots had recently resigned but had 2 months left on the contract, so he and the developer from WLA worked on the same project for the trial.

In the end, the WLA developer finished quicker and Edwin and Mike liked his results better, so they decided to present his work to the client.

Following this successful beginning, 2manydots continued to send projects to WLA. They liked that WLA went out of its way to ensure that they could continue to work with their preferred developer even while working on a project basis.

## Stronger sales with outsourcing

In combination with the switchover to WordPress, the partnership with WLA changed their sales strategy — and ultimately their sales results.

"It's a **flexible layer that can grow, it can scale as big as you want it to be**," Edwin said. "You feel confident with selling, especially since WordPress as a product is more standard."

Instead of worrying about keeping sales balanced with internal development resources, 2manydots could push for every sale knowing that there were additional developers at WLA ready to go.

Within a couple of months, the company's project workload increased enough so that they decided to hire a full-time developer via WLA.

Engaging the developer full-time also meant that they could ask him to provide maintenance to their clients on an ongoing basis.

With 2manydots continuing to grow, a second

developer was added to their team not long after. In the fall of 2014, Edwin and Mike traveled to Ukraine to meet their new remote colleagues for the first time.


2manydots staff

## Transition from partner to WLA sales leader

Seeing how well the partnership worked for their own web agency, Edwin became convinced that WLA's services would sell with other agencies in his region. At the time, WLA was focused on the US market. Einar and Edwin made an agreement for 2manydots to sell WLA's services in the Benelux region.

One year later, Edwin transitioned to a position as a Sales Manager for WLA's Benelux region and soon after that he took over the Partner Success department. Today he is responsible for both Partner Relations and Sales at WLA.

Edwin's past experience as a client partner makes him an ideal contact person for agencies looking to outsource their development.

"What I learned during that time was how to do outsourcing successfully," he says. "Not only communicating the work, but keeping your developer happy."

It's hard to beat having someone who successfully hired WordPress developers from this very company while running a WordPress web agency.

He advises partners on tools for communication and feedback, and has helped to develop metrics for them to gauge success and progress.

"I think I can help those people do more **efficient outsourcing**."

Edwin maintains that WLA's hybrid outsourcing model is still key to bringing new partners in, just as it was for 2manydots.

"Working on a project basis is like a **trust-building** tool," he says. "We show that we can do it and we **lower the barrier.** Partners always start with a project, and they are able to do more, and eventually they can get a full-time developer."

## Do you want to grow your agency like 2manydots did?

Schedule a time to talk with our sales team today.

📞 +1 413-344-2217

✉ sales@thewhitelabelagency.com

🌐 437 North Street,
Pittsfield,
MA 01201 USA

Images by 2manydots.