

FOR AGENCIES

A new recurring service line for your agency

Conversational lifecycle marketing, without building the platform. This brief covers the service you would sell, where the margin comes from, what we provide, and the limits you should know about before you commit a client.

The problem this solves for you

Clients ask for WhatsApp, you improvise

One-off broadcast sends through whatever tool the client already has. No repeatable service, no margin, no reporting artefact.

Retainers are under review

Paid media margins are compressing. Service lines that can show attributed revenue are the ones that survive the next budget conversation.

The tools assume one brand

Most WhatsApp platforms are built for a single company with a single login. Running eight client accounts through them is painful and error-prone.

The service you would sell

Phase	What it covers and how it bills
Audit	Map the client's intent signals and where revenue leaks between them. One-off project fee.
Build	Configure two or three journeys against agreed KPIs. Setup fee.
Manage	Optimise timing, targeting and copy monthly. Recurring retainer.
Report	Attributed revenue in the monthly review. This is what renews the retainer.

Where your margin comes from

Revenue line	What it covers	Billing basis
Setup and audit	Signal mapping, data connection, first journeys	One-off project fee
Monthly management	Optimisation, new journeys, reporting	Recurring retainer

Platform	ConvoHut licence at partner rate	Resold or passed through
Strategy	Lifecycle consulting beyond WhatsApp	Hourly or included

Partner pricing and margin structure are set during early access. We will size them against your specific client base rather than quote a generic number — and we would rather do that on a call than print something we later have to change.

What we provide

Partner pricing

A commercial rate that leaves room for your margin.

Demo workspace

A populated account you can show clients without touching live data.

Co-branded materials

Pitch deck, discovery script and proposal language you can put your logo on.

Journey playbooks

Six prebuilt journeys with defined KPIs, ready to configure per client.

Direct support

A named contact, not a ticket queue.

Joint case studies

When results exist, we publish them with your agency credited.

How we start

1. Pick one client

Ideally an ecommerce or lead-driven account with enough volume to produce learning, and an engaged marketing owner.

2. We build it together

We configure the first journey alongside your team, so you learn the platform on a real account rather than a sandbox.

3. Report the result

Sixty days, one agreed metric, presented in your normal client review.

4. Package and sell it

Turn what worked into a standard offer with your own pricing.

Honest limits

Better you know these now than in month three.

No white-label yet	Your clients will see ConvoHut branding inside the platform. White-label is on the roadmap and is not in the product today. Until it ships, the referral arrangement below is what we can actually offer.
Not a support helpdesk	We handle conversational marketing journeys, not full customer service operations.
Not multi-channel yet	WhatsApp is the production channel. Other channels are direction, not current capability.

Not proven at scale yet

We are pre-launch with no published customer results. You would be an early partner, with the influence and the risk that comes with that.

Referral commission — available now

White-label is not in the product yet, so we are not going to sell it to you. What exists today is a referral arrangement, and for a pre-launch platform it is arguably the better deal: you are not carrying our platform cost on your balance sheet while the product is still proving itself.

Step	How it works
Register the client	You register the account before the first conversation, so your introduction is protected.
Client signs directly	The client holds their own ConvoHut account, their own WhatsApp number and their own Meta billing.
You are paid a commission	On the platform revenue from clients you introduce. Rate and term agreed per partner during early access.
You still bill for services	Audit, build, management and reporting remain your revenue, at your own rates.
First in line for white-label	When white-label ships, referral partners move across first.

Why we are not publishing a commission rate. We would rather agree it against your actual client base than print a number we later have to walk back. Bring one client profile to the call and we will size it.

The four questions agencies always ask

Who owns the client relationship?

You do. We work through you unless you ask us to join a call.

What happens if we stop partnering?

The client account and its journeys stay with the client. No hostage-taking.

Can we set our own client pricing?

For services, entirely — audit, build and management are yours to price. Platform resale sits with the referral model until white-label ships.

How much of our team's time does this take?

One person, roughly half a day to launch the first journey and a few hours a month to manage it.

Next step. Name one client you would test this on and we will scope the first journey together in a single call. convohut.com/partners/apply

Version 1.0, August 2026. Contains no customer results or performance claims.