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Why You Should Co-Brand with Wix

*(and Why White-Labeling Belongs
to the Past)*

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Wix



You know the feeling. You've found the perfect partner to support your business needs. They could be providing anything: manufacturing capability, logistical support, a software solution. You start talking, and you're both very excited about what the future holds. It really seems to be a match made in heaven. But you have your brand, and they have theirs. Does something have to give?

To white-label or to co-brand; it's a tale as old as time. And we feel the time has come to settle the debate once and for all.

Which side are we on? Co-branding.

Okay, wait just a moment white-label enthusiasts. Before you write us off as one-sided, take a moment to read through our reasons. And also glimpse through what co-branding has done for our partners, described a little further down in this article.

The most powerful reason to co-brand can be summed up in one sentence: Better retention rates and higher ROI. And we're going to make a case for that right here.



1.

Two Brands Together Are Two Brands Stronger

Let's use Wix as the example of a powerful brand as we build out this argument. Right now, Wix is one of the most well-known and used SaaS platforms in the world, with over 200 million users benefiting from its diverse product ecosystem (and we're going to cover that in more detail later). A channel partner that co-brands with Wix can capitalize on Wix's existing brand, which is seen as professional, intuitive and trustworthy by SMBs, enterprises and more—across a variety of industries.

Imagine a scenario where Company X wants to help their customers create a professional web presence. They could deliver a solution that's fully owned by their brand. But the customers know this isn't Company X's expertise. If the solution is co-branded with Wix, a name the customers already trust as being an expert in this field, it's easier to sell. And thanks to its association with a world-leading solution, Company X strengthens its brand perception.

Of course, Wix also benefits. Company X has a great understanding of their local market and already has a strong connection to a significant customer base. They have local sales representatives and billing processing systems. And Wix can use all of these capabilities to reach more potential customers, faster and more effectively.

The ultimate business case for co-branding is that it's a win-win situation. Two brands together really are two brands stronger.

2.

Full End-to-End Online Business Solutions

Let's continue in our example and talk about what Wix can bring to its partners: a full online development ecosystem comprising of design, development, ecommerce, scheduling and a range of other solutions to offer their customers.

In a real life example, Wix partnered with a large telecommunications company (let's call them Company Y), offering their customers a Wix subscription they could use to bring their business online, manage every aspect of that business and add capabilities they needed, depending on their business type.

Wix created a unique package, where Company Y's customers would get personalized support to create their initial website. This allowed the company to bring their customers extra value on top of offering the services of a leading brand. Because they already had an online portal offering business solutions to their customers, it was simple to integrate Wix and quickly reach millions of potential users.

Bringing people online is a value that Wix and Company Y share, one that is typified by Wix's user-first mentality. This is why they were also able to offer ongoing customer care to Company Y's clients, giving the telecoms brand, and its customers, added value.

3.

Innovation, Innovation, Innovation

Anyone operating online today can be sure of one thing: nothing stays the same. Change happens at a rapid pace and not every company can—or has the resources to—keep up. With a partnership like the one detailed above, there is innovation from both sides which allows the channel partner to keep up with the needs of its customers. Wix is dedicated to innovating, staying ahead of trends on the internet to ensure it can always offer its users the solutions they need at any given time.

Let's take Wix Bookings for example. The product was built to support the needs of anyone who might want to take a booking or let a customer make an appointment through their website. It's one of the most popular features, used by gym owners, physicians, entertainers, consultants and more.

When the global pandemic hit, many of these businesses needed a solution to be able to continue to offer their in-person services online. Within weeks, Wix Bookings released a Zoom integration so that customers would automatically get a Zoom link when making a booking. This helped Wix users transition their businesses to be able to serve their customers even when they couldn't physically meet. Many users quickly installed the new feature and saw their income actually grow by being able to offer their services outside of their immediate geographic location.

This is exactly the kind of product innovation that companies partnering with Wix can take advantage of. It's constant, evolving to meet the diverse needs of the users, at every stage of their business's growth. And features like the Zoom integration, created for specific types of business, let channel partners easily cater for a diverse customer base with differing needs.

Let's continue this example: a Wix Channels partner is able to offer SMBs much more than just a website creation subscription. Wix empowers its users to advertise and sell products on social media, take advantage of dropshipping (via Modalyst), integrate buy now, pay later solutions (like Affirm), and also create omnichannel commerce solutions, letting their customers buy on Google Shopping, Amazon and more. This all comes fully integrated into their Wix eCommerce website.

Put simply, the breadth of Wix's offering means that at every stage of their business's growth, the customer can always get the solution they need.

***How Did We Get To
Better Retention
Rates and Higher
ROI?***

In short, when you can offer your customers more value for money, brand reliability, a robust ecosystem brimming with end-to-end solutions for their business, as well as unrelenting innovation, you heighten your chances of business success and returns.

[Talk to the team](#) at Wix Channels about how we can offer you, and your customers, a co-branded solution that's a real and unending value add.