



AGENCY GROWTH PLAYBOOK

Expand Your Agency Without Expanding Your Payroll

Sell more services. Keep the customer. Keep the margin.

YOUR BRAND IN FRONT

PRESS MAGE BEHIND THE WORK



Every client request is a revenue decision.

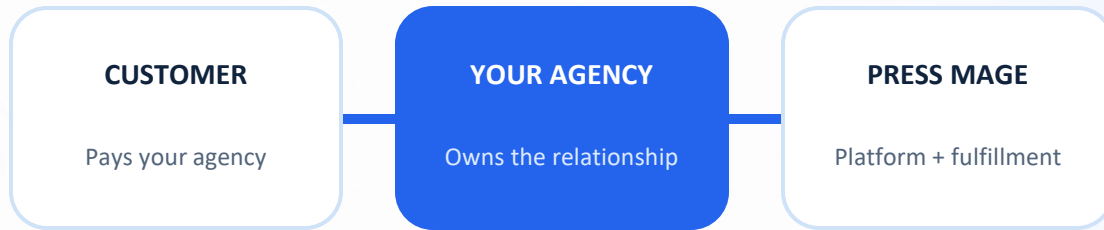
When a customer asks for work beyond your current team, you can:

- | | | |
|----|----------------|-------------------------------------|
| 01 | Hire | Add payroll before demand is proven |
| 02 | Refer | Send revenue and trust elsewhere |
| 03 | Decline | Leave a customer need unresolved |
| 04 | Fulfill | Sell it through your agency |

PRESS MAGE GIVES YOU A FIFTH OPTION

Say yes—without building every capability internally.

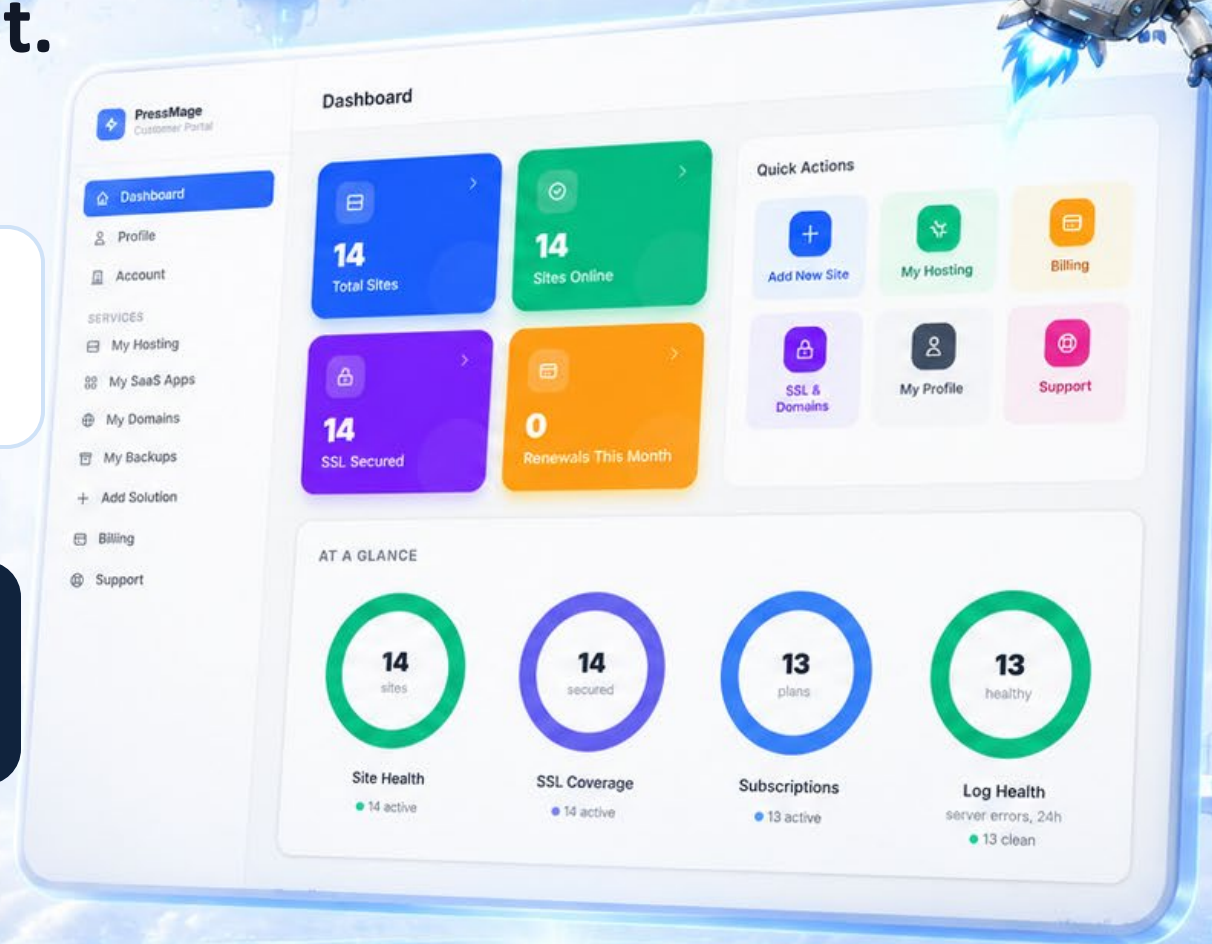
Your agency stays in front. Press Mage powers what is behind it.



THE ECONOMICS

Customer price – Press Mage cost

The difference is your agency gross profit.



You decide how the customer experiences the service.

Two delivery models. The customer relationship remains yours.

MODEL 01

CSP Geeks works directly with your customer

Best when the service requires ongoing user support, discovery, onboarding, or technical coordination.

Your agency sets the scope, brand, price, and communication rules.

MODEL 02

CSP Geeks works through an agent on your team

Best when your agency wants one internal point of contact and manages all customer communication.

Your team stays customer-facing. We deliver behind the scenes.

One platform. Four ways to grow client value.

- 01 **HOSTING** Managed WordPress + static sites
- 02 **SAAS** Client workflows + agency operations
- 03 **SERVICES** Web, marketing, IT + consulting
- 04 **BUNDLES** Productized recurring outcomes



Start with one pillar. Add the others as client demand grows.

Every recurring service stack needs a reliable home.

Choose the hosting model that fits the customer. Add care and performance only when needed.

NGINX

Managed WordPress

FROM \$14/MO

Flexible production stack with managed options

OPENLITESPEED

Managed WordPress

FROM \$14/MO

Performance-oriented WordPress and caching

STATIC

Edge hosting

FROM \$9/MO

CDN, SSL, and Git deployments

Add-ons: backups • CDN • Valkey cache • analytics • SEO scanning • Digital Mage Team

Published monthly prices reviewed September 8, 2026.

Turn software into a managed client service.

Do not just resell an app. Package the outcome, setup, reporting, and ongoing support.

Mage Intake

FROM
\$29/MO

Forms + intake

Sell managed lead workflows

GVenta Kanban

FROM
\$24/MO

Projects + tasks

Sell client visibility

Mage Mailer

FROM
\$39/MO

Personal outreach

Sell outreach enablement

CSPG Help Desk

FROM
\$24/MO

Tickets + knowledge

Sell ongoing support

Mage Stats

FROM
\$25/MO

3-site analytics

Sell monthly reporting

Mage Shares

FROM
\$29/MO

Secure sharing

Sell a branded client portal

Add specialist capacity after the work is sold.

CSP Geeks can become the delivery layer behind services your agency wants to offer.

01	WEB + DEVELOPMENT	Sites, migrations, updates, custom development, integrations
02	MARKETING + GROWTH	SEO, local SEO, digital marketing, social media, reporting
03	IT + BUSINESS TECH	Help desk, Microsoft 365, onboarding, cloud support
04	CONSULTING + PROJECTS	Assessments, automation, BI, workflow, custom work



Sell outcomes your customer can understand.

A bundle makes the value clear, the scope repeatable, and the margin measurable.

WEBSITE LAUNCH

A credible new presence

Website + hosting + analytics + intake

LOCAL GROWTH

More visibility and leads

Website + local SEO + social + intake

WEBSITE CARE

Peace of mind after launch

Hosting + backups + maintenance + reporting

BUSINESS TECHNOLOGY

One support relationship

Microsoft 365 + help desk + forms + sharing

Know the difference between markup and margin.

\$100

Agency cost



\$150

Customer price

=

\$50

Gross profit

50% MARKUP

Profit ÷ cost

33.3% MARGIN

Profit ÷ customer price

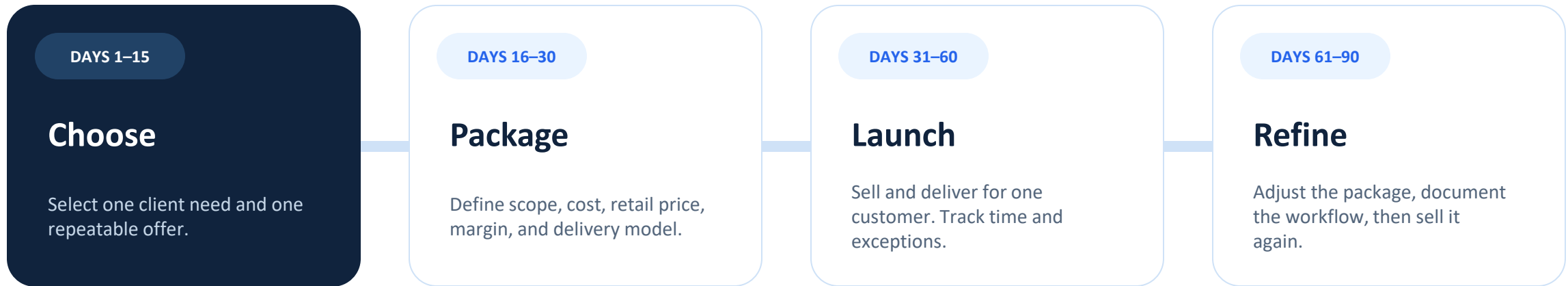
Your quote must cover:

Press Mage cost + internal labor + overhead + target profit

Illustrative example only. Your agency sets the retail price.

Prove the model with one offer and one customer.

A controlled launch creates evidence before you expand the catalog.



SUCCESS AT DAY 90

One proven offer • one documented workflow • real cost data • a repeatable sales story



START WITH ONE CLIENT

**Sell more.
Hire less.
Keep the customer.
Keep the margin.**

Build the platform behind your agency growth.

EXPLORE PRESS MAGE

CALCULATE YOUR MARGIN

pressmage.com/for-agencies

START THE CONVERSATION

