How to bundle SSL Certificates?

SSL is the perfect product for upselling added value on top of web hosting, domains and SharePoint.

SSL is a high-margin, low maintenance product that can be a perfect add-on to various hosting packages, domain purchases and/or other related web services. Not only is SSL a great opportunity to increase your average revenue per user, it is an ever better way to add value to your core products and services.

Here are a few different ideas that will help you think about how you can bundle SSL into your current offering:

1- Include a promotion with the introduction of SSL Certificates to your portfolio. Add them as a premium service on top of your hosting packages; include a temporary promotion on the purchase of any of the selected brands, Comodo or RapidSSL, or even both. Your promotion should be encouraging enough for your customers to buy a certificate on top of their hosting, for example 'Introduction promo with 20% discount'. The suggested retail price of SSL is far greater than your current sales partner buying rate and should leave you plenty of room to work with.

2- Charge for SSL using the SaaS model. Since you are already charging your customers on a monthly base for hosting, as an upsell or included in your commercial package, you could charge your customers a nominal recurring fee for their SSL. For example, if you added a Rapid SSL certificate, you could just charge EUR 10 / per year.

3- Include a low-end certificate (RapidSSL for example) FREE with all hosting packages. This will allow you to add more value to your hosting services and this could separate you from your competition.

4- Bundle a wild card SSL certificate with other services like SharePoint with Fixed IP. In this way you are able to offer a complete secured SharePoint environment where your customers do not have to worry about any security breaches or interception of critical documents or company information.