



Win new prospects and close more deals:

7 steps to marketing your finance offerings



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Providing customer financing can be transformative for your business. Offering this option to customers at the point of transaction has the power to significantly boost your sales, increase average job size, and increase customer satisfaction. In many sales scenarios, customer financing is the difference between a deal closed and a deal lost and, once a customer is won, a subtle upgrade or a dramatic renovation.

But customers often overlook the availability and benefits of financing. With some simple steps, merchants can ensure that every customer has a foundational awareness of available financing options, and maximize the measurable impact on win rate, job size, and business growth.

If you are a merchant looking to improve customer awareness and utilization of financing to grow your business, you're in the right place! In this helpful guide, you will learn seven essential steps to maximize the value of customer financing for your business and its loyal customers.



76%

of customers are more likely to purchase if a payment plan is offered.

Are you ready to get started?

Let's take the first step, together.



STEP 01 Know your audience well

Customers' reasons for utilizing point of transaction financing can be significantly different. Framing the benefits effectively begins with seeing the world through the eyes of each customer.

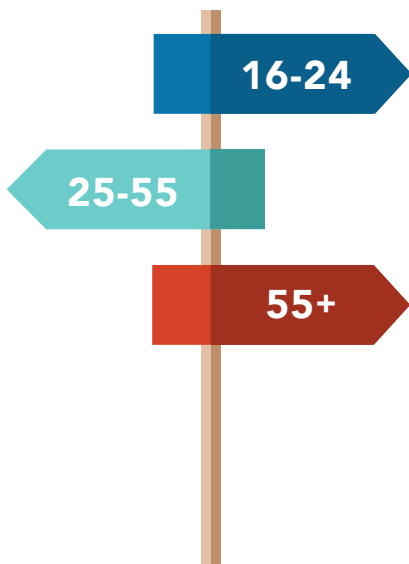
Identify your target audience, determine their values and pain points, and develop strategies to successfully market to these needs.



Identify key segments.

Let's begin by understanding which customer segments are most likely to utilize your financing options or how they may view your offerings. Here are a few examples of how you can use demographic data to segment your customer base.

Age Groups



PAIN POINTS

Younger customers (e.g., Millennials and Gen Z) may often be struggling with low disposable incomes and student debt, making financing a key determinant of their ability to access services altogether.



VALUES

Older customers often value more responsive and personalized customer service, while younger customers often prefer digital solutions that allow for a frictionless, do-it-yourself approach.

Income Levels



PAIN POINTS

Lower to middle income customers may avoid larger purchases that don't offer ideal financing solutions and may be more concerned with rates and fees.



VALUES

Middle-income customers may find financing particularly appealing for managing cash flow, or affording project upgrades that might otherwise be excluded.

Geographic Locations



PAIN POINTS

Certain regions may have higher demand for financing based on economic conditions or cultural realities.



VALUES

Some areas may value local financing solutions over those provided by a larger national or international financial institution.

Identify consumer behaviors.

But demographics only tell part of the story. We can go beyond demographics, analyzing customer attitudes towards credit and payment flexibility. These attitudes are equally likely to shape a customers' receptiveness to financing.



Trust in financial institutions

Evaluate whether your customers have low or high trust in financial institutions.



Attitudes towards credit

Determine how your customers view borrowing and debt.



Preferred payment methods

Identify customer preferences for payment methods like credit cards or collateral-backed borrowing options.



Lifestyle

Determine your customers' most important lifestyle needs such as convenience and affordability

Activity

Look at your last five lost customers. Why didn't they buy? What did they have in common? Where did they differ?

Now, look at your last five won customers. Why did they buy? Did they reduce the project scope before buying? How did they pay for the purchase?

The answers to these questions will help you isolate customer receptiveness and its potential impact on your business.

Create customer personas for your team.

Create detailed profiles of typical customers who would benefit from financing. Develop a persona document that includes age, occupation, interests, and financial behavior. Some examples are provided below:

Example

Young professionals seeking to manage cash flow while purchasing high-value items.

Anna, a 28-year old graphic designer, wants to manage the environmental impact of her commute with an electric moped purchase but doesn't have a lump sum on hand.

Anna may not make the purchase without financing.



Example

Young families looking for flexible payment options to balance budgets.

The Martins, a family of four, need to manage expenses but want to replace their HVAC system.

The Martins may opt for repairing instead of replacing without financing.

Example

Retirees looking for accessibility with financial flexibility.

The Wilsons, a retired couple, want to renovate their home for better accessibility but prefer to use financing to manage their fixed income.

The Wilsons may decide to create that first floor bathroom but forego the new flooring and painting without financing.



Example

Homeowners investing in eco-friendly solutions to power greater savings.

Jane and Paul, homeowners in their early 40s, want to install solar panels to reduce their energy bills but prefer to finance the installation to avoid a large upfront payment.

Jane and Paul may go with another solar panel provider who offers financing if you don't.



STEP 02 Communicate the benefits clearly



Unclear awareness around financing programs and their associated benefits is a leading reason financing programs are often overlooked. By simply and clearly communicating the benefits of financing for customers, merchants significantly increase the likelihood customers will utilize these offerings. But remember, benefits are in the eye of the beholder.

Crafting the right message.

Based on the findings of your customer analysis, develop key messages that emphasize the benefits that matter most to each customer segment.

Affordability and convenience

Emphasize how financing makes products more accessible without the need for large upfront payments.

"Skip the upfront costs with easy financing. Start the journey towards your dream renovation today."

Upgrades and enhancements

Showcase financing's ability to bring your ideal project into reach by allowing you to go for that extra upgrade.

"Make your dream project a reality without breaking the bank. Our financing options make it possible."

Ease of application process

Highlight the simple and quick approval process.

"Apply in minutes in-store or with our custom weblink found online."

Low interest rates & flexible terms

Stress promotional periods, longer terms, or low interest offerings from your lending partner to attract budget-conscious customers.

"Enjoy monthly payments as low as \$X!"

Community-based lender advantage

Communicate the benefits of your MerchantLinQ lending partner and the advantages of a community-based institution like:

- ✓ Responsive, community-based customer support
- ✓ Local credit underwriting with streamlined approvals
- ✓ Lower consumer rates with no merchant fees
- ✓ Flexible loan terms, with longer terms available



Pro tip!

Use storytelling to build trust

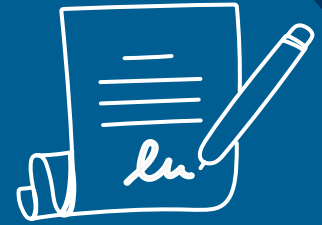
Discuss real-life examples of satisfied customers who financed their purchases. These stories will build credibility and trust. Positive experiences from others can lower hesitation and motivate undecided customers.

STEP 03 Market financing in-person

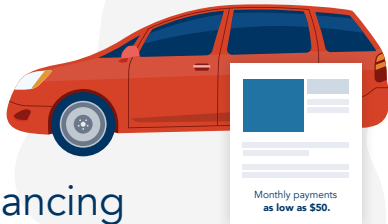
Once you identify the right message, it's time to get the word out. Explore innovative approaches to promote financing options at the point of purchase.

If your point of transaction is in a brick-and-mortar store, ensure these messages are prominently featured in high traffic areas and staff are adequately trained to share the benefits of your program.

If your point of transaction is at the customer's home, ensure these messages are clearly conveyed through clear and concise physical materials, and through the knowledge of your on-site team members.

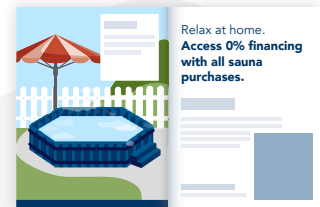


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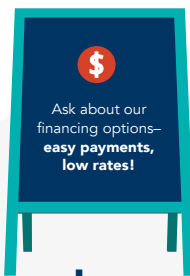
Include financing options in **product descriptions**.

02



Include financing information in **print ads and radio spots**.

03



Display signs or banners highlighting financing options.

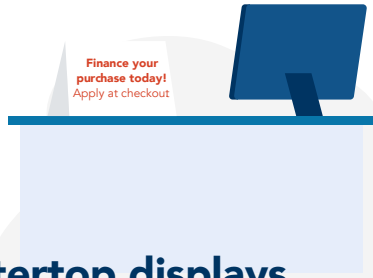
04



Include information about financing in **flyers, brochures, and catalogs**.

05

Use countertop displays or stickers to promote financing at checkout.



06

Train employees to feel comfortable selling and explaining financing options.



07

Attach tags to products indicating available financing options.



08

Encourage satisfied customers to **share their positive experiences.**



Pro tip!

You can produce and print customized price tags in the MerchantLinQ portal!

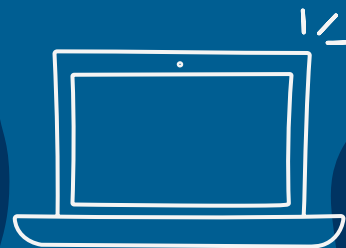


[Click here](#) to see examples of how to utilize these strategies in-store.

STEP 04 Market financing digitally

Communication can also take place through digital channels, even before a prospective customer has engaged with your business.

Incorporate financing messaging across digital platforms to boost the visibility of your offerings among digitally savvy customer segments and utilize these channels to drive new opportunities.

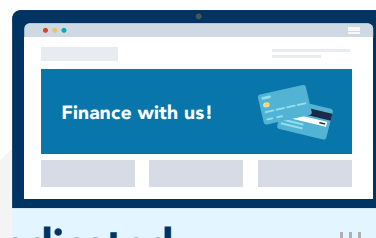


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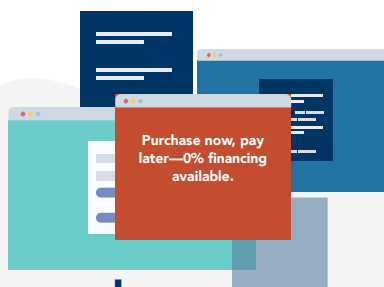
Use targeted online ads to reach specific demographics interested in financing.

02



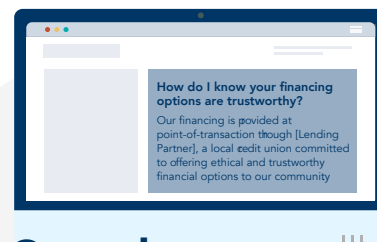
Create a dedicated section on your website explaining available financing options.

03



Use banners and pop-ups to draw attention to financing on your homepage and product pages.

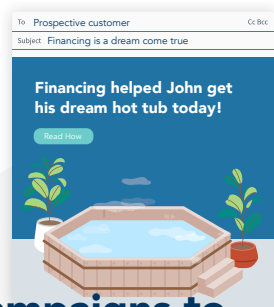
04



Address FAQs and concerns about financing with a dedicated section on your website or through email.

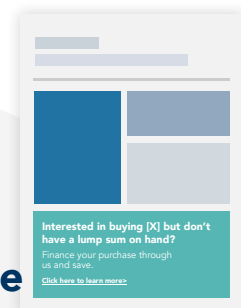
05

Use email campaigns to offer deals and incentives and share customer success stories and testimonials to peak intrigue and trust.



06

Regularly include financing information in email newsletters.



07

Share updates about financing options with social posts and stories.



08

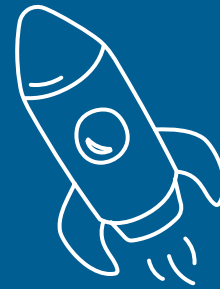
Detail how financing works and its benefits in educational content like blog posts and videos.



[Click here](#) to see examples of these strategies in action.

STEP 05 Harness the power of promotions

Provide special incentives for customers who choose a financing plan to encourage utilization of the offering. Such promotions will enhance the value of your offerings while improving your close rates on higher ticket items or services.



SALE

Get 10% off your first purchase when you finance through us.

Offer special discounts such as free shipping or delivery.

LIMITED TIME OFFER

Get 0% financing for 12 months when you finance through us.

Run limited-time promotions to encourage financing use.



Pro tip!

When submitting a new application in MerchantLinQ, you can purchase lower rate options from your lender or indicate deferral months if you want to run a promotion!

Like your financing programs, promotions only have power if you promote them. Make sure to clearly communicate these incentives through various channels:

- ✓ **Promote incentives** prominently on your website.
- ✓ **Highlight incentives in-store** with posters and POS signage.
- ✓ **Emphasize incentives** in email campaigns.
- ✓ **Share incentives** on social media platforms.

Check out our **'How to Market Financing'** infographics for promotional examples.

Read the infographics



STEP 06 Make it easy



The key to maximizing the success of your financing offerings is to ensure the process is as seamless and frictionless as possible. It's not just about conveying the benefits across various channels or making it compelling through promotions; it's also about providing tools and platforms that make the 'how' crystal clear to your customers.

The easier it is for customers to understand and access financing, the more likely they are to take advantage of it.

Here are some tips to make the process as smooth as possible.

01 Simplify the application process

Ensure that the application process for financing is straightforward and user-friendly. Customers should be able to complete the application quickly and easily, whether in-store or online.



Pro tip!

MerchantLinQ's easy-to-use platform makes applying in-store easy and its Web-Link generation feature means you have the option to provide general or customer-specific application links on your website or via email at the touch of a button!

02 **Provide clear instructions and support**

Offer clear, step-by-step instructions for customers to follow. Make sure support is readily available to assist with any questions or issues that may arise.

03 **Integrate financing options seamlessly**

Whether on your website, in your store, or through your sales team, ensure that financing options are integrated seamlessly into the customer journey.



Pro tip!

MerchantLinQ makes this easy to do, especially with the support of the steps in this guide!

04 **Use technology to your advantage**

Utilize technology to streamline the process. Mobile-friendly applications, e-signatures, and instant approvals can significantly enhance the customer experience.



Pro tip!

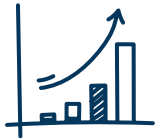
MerchantLinQ's seamless document upload, ID verification, and in-portal approval process make completing applications easy for your customers and tracking them even easier for you!

STEP 07 Assess and adjust

By regularly assessing and adjusting your financing strategies, you can ensure they remain effective and continue to drive growth for your business. This involves looking at which initiatives are working best and making necessary adjustments to optimize performance.



Here are some steps to guide you.



Track and analyze KPIs

Regularly monitor key performance indicators (KPIs) such as application rates, approval rates, average loan amounts, and customer satisfaction scores. Use this data to identify trends and areas for improvement. These key metrics will help you (and the LoanStar Team) to understand how your financing options are performing and where adjustments may be needed.



Gather customer feedback

Solicit feedback from customers who have used your financing options. Understand their experience and identify any pain points that need addressing. This allows you, in partnership with your lender and LoanStar, to continually improve the financing experience and address any issues.



Stay informed about industry trends

Stay informed about the latest trends and best practices and best practices in customer financing—like what loan or collateral types are peaking consumer interest and if your lender offers these options. This will help you stay ahead of the curve and continuously improve your offerings.



Adjust marketing strategies

You should constantly be looking to adjust your marketing strategies to better meet the needs of your customers based on the data, feedback, and trending customer behaviors. This may involve tweaking your messaging, changing promotional offers, or enhancing the application process. Refining your marketing strategies based on data-driven insights maximizes the effectiveness of your financing programs.

Fuel growth with customer financing. Kick-start your marketing plan today.

Providing customer financing can be transformative for your business. It's not just about increasing sales—it's about making dreams possible for your customers. By understanding your audience, communicating benefits clearly, and using a mix of in-person and digital strategies, you can turn financing into a powerful tool for growth.

Start putting these steps into action and experience the power of financing to boost your sales, increase your average job size, and enhance customer satisfaction.

We'll be here every step of the way.

Ready to make financing work for you?

Book a strategy session with LoanStar today for personalized assistance with your marketing strategy.