

How to market customer financing options digitally

In today's digital age, effectively marketing customer financing options can significantly enhance your sales and customer satisfaction. By strategically integrating financing information into

This infographic outlines key strategies for promoting financing options digitally, from targeted ads and website enhancements to email campaigns and social media promotions.

your digital marketing efforts, you can reach a wider audience and



Make the home of your dreams today with easy financing options.

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

make your offerings more accessible.

PRO TIP!

Consider starting your ad campaign on social media. Facebook is the most widely used social media advertising platform in the U.S., reaching 188,050,000+ users.¹



your website explaining available financing options and link to it in the menu navigation. PRO TIP!

Create a dedicated section on

Prioritize mobile or desktop experiences

based on your audience. Younger users favor mobile search, with 80% of Gen Z, 62% of millennials, and 66% of Gen X primarily using mobile search.²

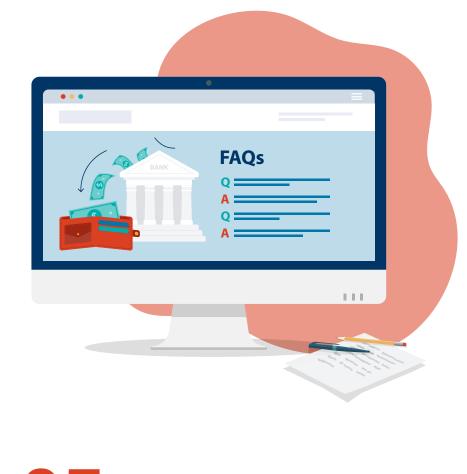
> Purchase now, pay later—0% financing available.



attention to financing on your homepage and product pages.

PRO TIP! Include a pop-up that appears after a

user has looked at a product that can be financed. Conversions improve on pop-ups that contextually make sense.3



Address frequently asked

questions about financing with an FAQ section on your website or through email.

55% of consumers prefer to find their own answers about a company.4 Empower your

PRO TIP!

customers with the answers they need to make an informed decision.

Financing helped John get

his dream hot tub today!

To Prospective customer

Subject Financing is a dream come true



success stories. PRO TIP!

Consider sending personalized emails after a customer has shown interest in specific products or services. Studies

show that open rates increase by 26% if the email is personalized.⁵



added credibility. PRO TIP! Don't underestimate the influence of email marketing. 59% of consumers

information in email newsletters, and

mention your lending partner for

Regularly include financing

say that marketing emails influence their buying decisions.6



before making a purchase.⁷

5 reasons

to finance your next home

Research finds that 74% of consumers

utilize social media to inform them





Send your customers content tailored to their specific needs. Customers are 80% more likely to make a purchase from an

PRO TIP!

email if the content is personalized.8

Lower your rate

> Before submitting a new application in MerchantLinQ, you can purchase

> lender or indicate deferral months

lower rate options from your

if you want to run a promotion!

Offer special discounts such as free shipping or delivery.

while improving your close rates.

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

financing offerings. Special financing offers and discounts

have the power to enhance the value of your offerings



LIMITED-TIME OFFER Get 0% financing for 12 months when you finance through us.

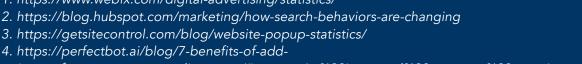
For more marketing strategies, check out our 'Win new prospects and close more deals: 7 steps to marketing your finance offerings' guide and watch your sales



grow as a result.

Enhance your marketing strategy with LoanStar. Ready to make financing work for you? Email merchantsales@loanstartech.com

- to to book a strategy session and recieve personalized marketing assistance from LoanStar.
- 1. https://www.webfx.com/digital-advertising/statistics/
- 4. https://perfectbot.ai/blog/7-benefits-of-adding-an-faq-page-to-your-online-store/#:~:text=An%20improved%20customer%20experience,-A%20well
- 6. https://www.forbes.com/advisor/business/software/email-marketing-statistics/ 7. https://www.webfx.com/digital-advertising/statistics/



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