

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 your digital marketing efforts, you can reach a wider audience and make your offerings more accessible.

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

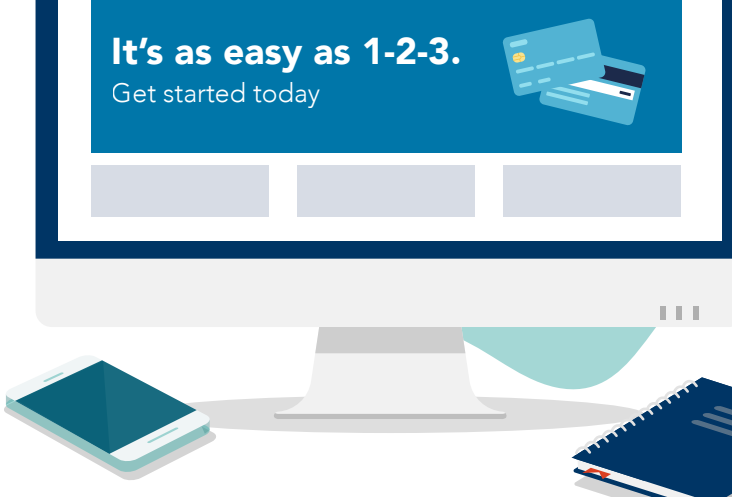
01

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

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

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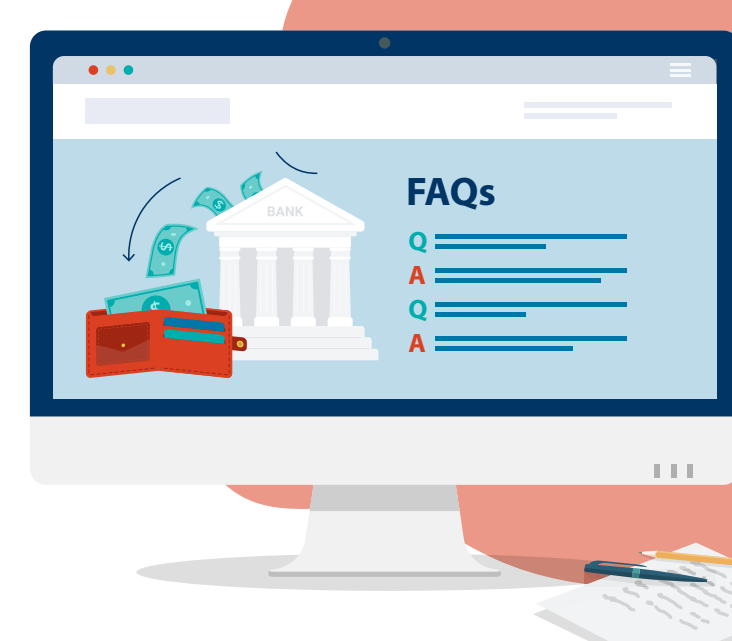
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Use banners and pop-ups to draw attention to financing on your homepage and product pages.

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

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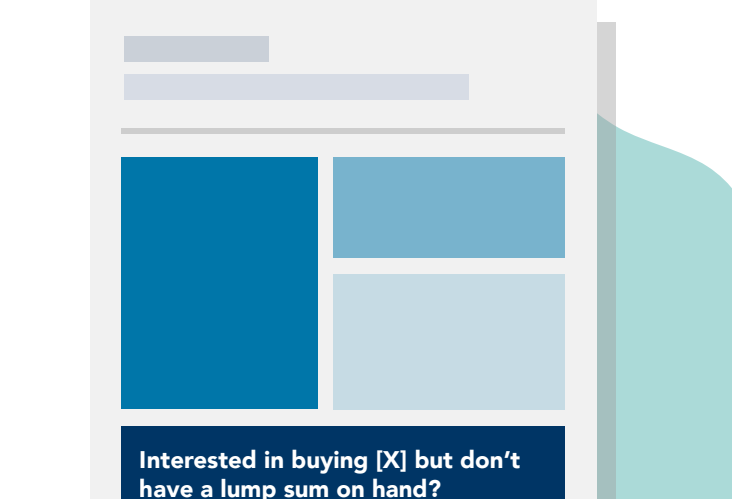
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Use email campaigns to offer deals or incentives and share customer success stories.

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

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Share information about your financing options on your social channels using posts and stories.

PRO TIP!

Social media is a powerful tool! Research finds that 74% of consumers utilize social media to inform them before making a purchase.⁷

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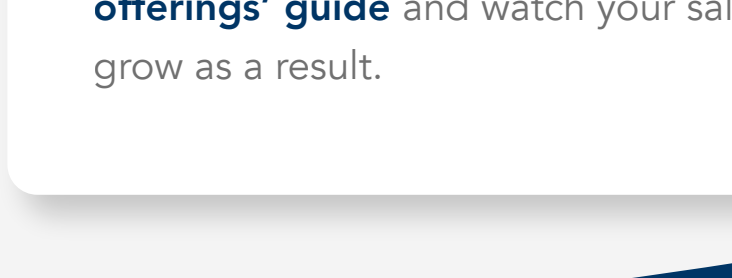
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