

# **How to market** customer financing programs in-person

Promoting customer financing programs in-person can significantly influence purchasing decisions, especially for higher-ticket items. Whether you operate in a brick-and-mortar store or conduct transactions at customers' homes, it's essential to make financing options clear and accessible.

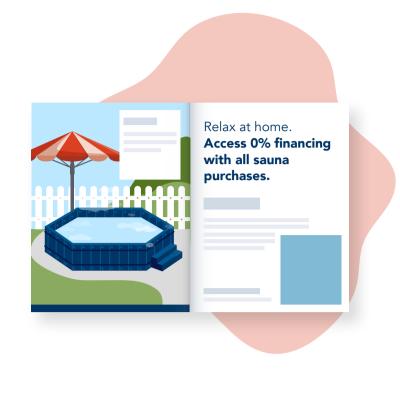
This infographic provides helpful information to help you ensure your customers are educated, engaged, and able to take advantage of financing.



Include financing options in product descriptions.

#### PRO TIP!

Consider adding QR codes to your in-store signs that quickly connect customers to your product pages. Then be sure to utilize the link creation tool in MerchantLinQ to ensure your application links are easily accessible on each product page.



**Payments** starting at \$100 a month

Include financing information in print and radio advertising placements.

Ask about our

financing optionseasy payments,

low rates!

### PRO TIP!

Take advantage of print advertising in local magazines or publications. Print ads receive a higher response rate (9%) than social media ads (1%).1

**Display signs or banners** highlighting financing options.

## PRO TIP!

Take time to craft the best sign messages. Retail signs can improve conversion by up to 150%.2



Include information about financing

in flyers, brochures, and catalogs. PRO TIP!

#### Consider estimating monthly

payments directly on your invoices to build consideration of financing into your customer's purchase decision.

**Finance your** 

purchase today! Apply at checkout.



PRO TIP!

#### Ensure messaging is clear and concise, but don't forget the importance of aesthetics. Use visually

appealing layouts and colors to attract and hold attention.3



Train your sales team so they feel comfortable discussing financing options with customers.

PRO TIP! Give employees sample scripts to help them clearly communicate key benefits in their customer conversations.



available financing options. PRO TIP!

each of your products and services.

Write a review today

and **be entered to** 

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

Attach tags to products indicating



**Highlight incentives in-store** 

Specials -

**Get 0% financing** 



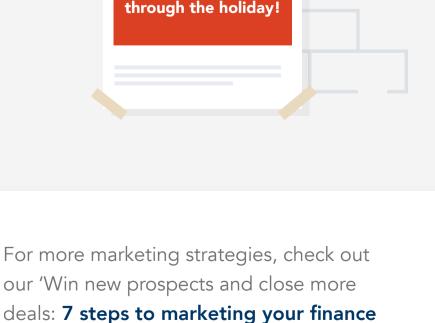
PRO TIP!

numbers by 31%.4

## **Encourage satisfied customers to share** their positive experiences. Keep an emphasis on positive buying experiences for your customers. Favorable feedback can boost purchasing

### with posters and POS signage. direct mail campaigns.

**Our easy financing Memorial Weekend** 



offerings' guide and watch your sales



**Emphasize incentives in** 

options make saving

a breeze.



grow as a result.

# We'll be here every step of the way.

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

Ready to make financing work for you? Email merchantsales@loanstartech.com

2. https://www.47concepts.com/blog/effectiveness-of-retail-sig-3. https://merit-display.com/retail-display-statistics/

1. https://persuasion-nation.com/print-marketing-statistics/

nage/#:~:text=A%20study%20by%20the%20Small,of%20effective%20in%2Dstore%20signage. 4. https://luisazhou.com/blog/online-review-statistics/#:~:text=74%25%20of%20consumers%20say%20that%20reviews%20increase%20trust%20in%20a%20company,-

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