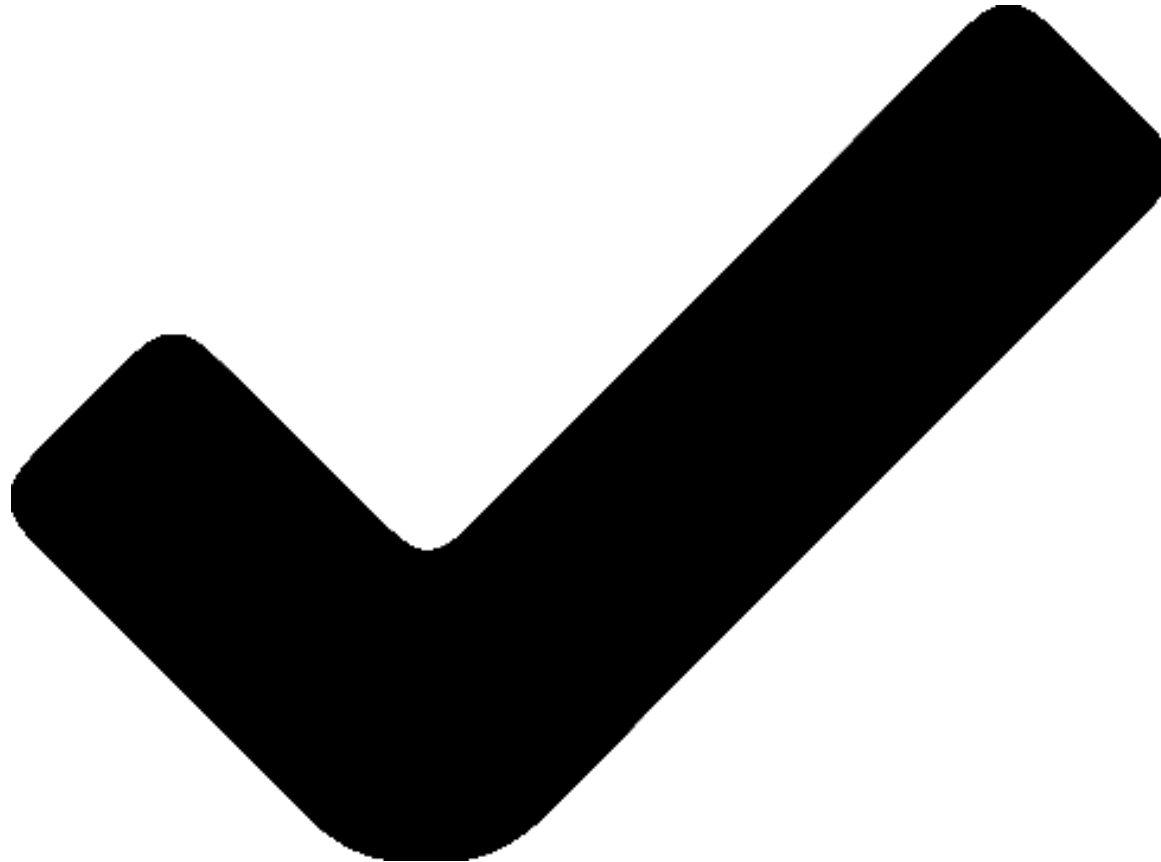


# GETTING STARTED WITH FINANCE SET UP CHECKLIST:

Maximizing the Ausloans Finance Opportunity







**AUSLOANS<sup>®</sup>**  
Finance Group

Create a framework for  
integrating finance into  
the sales process.

# How to PROMOTE & SELL MORE USING FINANCE

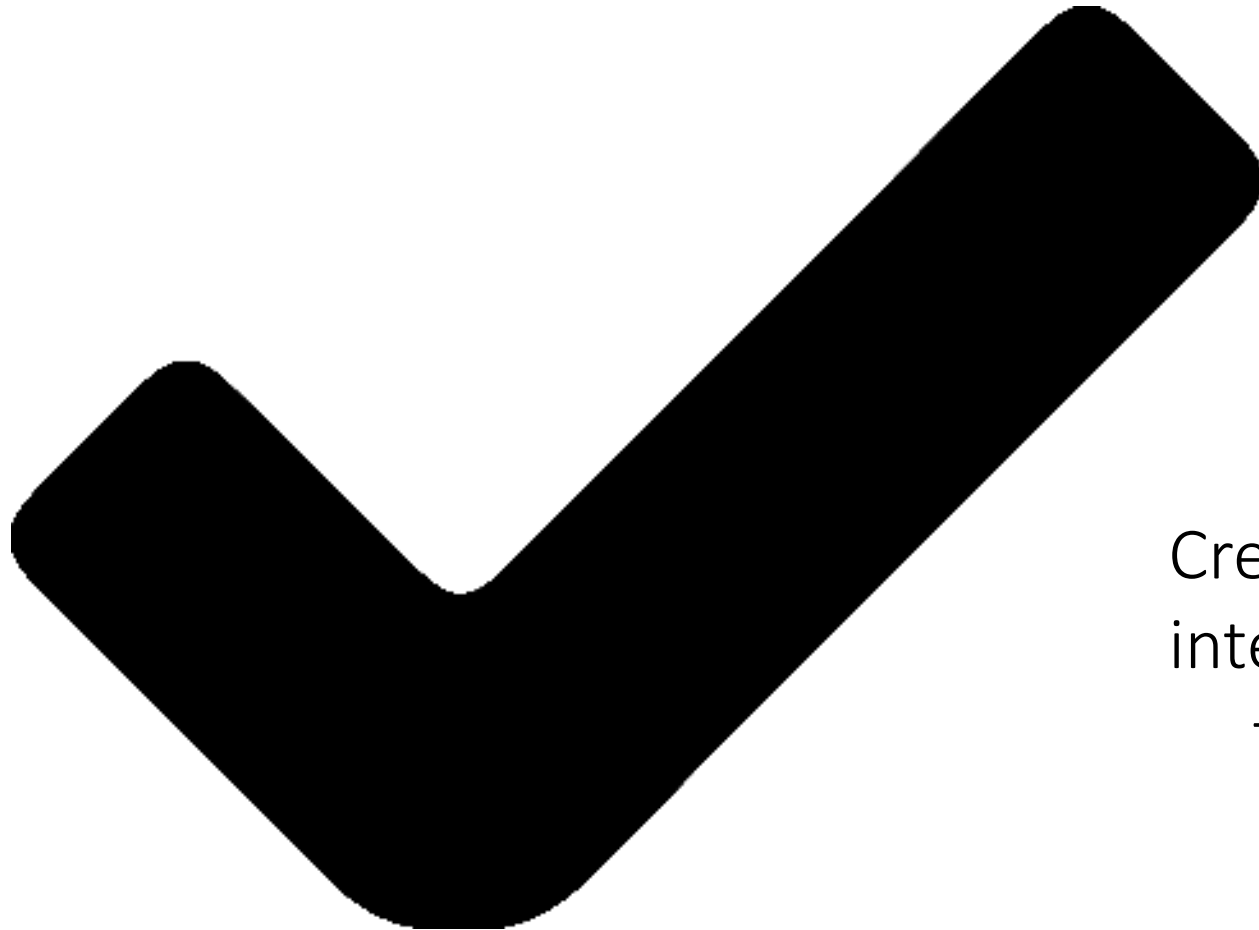
## Finance Marketing Checklist

Ready to hit the “GO” button on offering finance? Before you dive in, make sure you’ve dotted all your I’s and crossed all your T’s. Here’s a checklist to make sure you’ve covered all your bases.

WEBSITE	TASK	DUE	IN PROGRESS	DONE
	<b>Finance explainer page added to website.</b> Adding a finance explainer page to your website improves your SEO and provides finance education to your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Finance Explainer Page Link in website header and footer navigation.</b> Displaying your finance in your navigation increases opportunity for sales, allowing you to generate leads 24/7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Finance Landing Page Links added to product pages.</b> Simply adding a finance available button to your product pages increases click through to your finance LP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Finance banners added to blog sidebar.</b> If you have a blog on your website adding one of our finance banners to the sidebar is a powerful lead generation tool.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





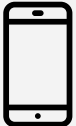

# SOCIAL MEDIA CHECKLIST:

Creating social links to your finance page



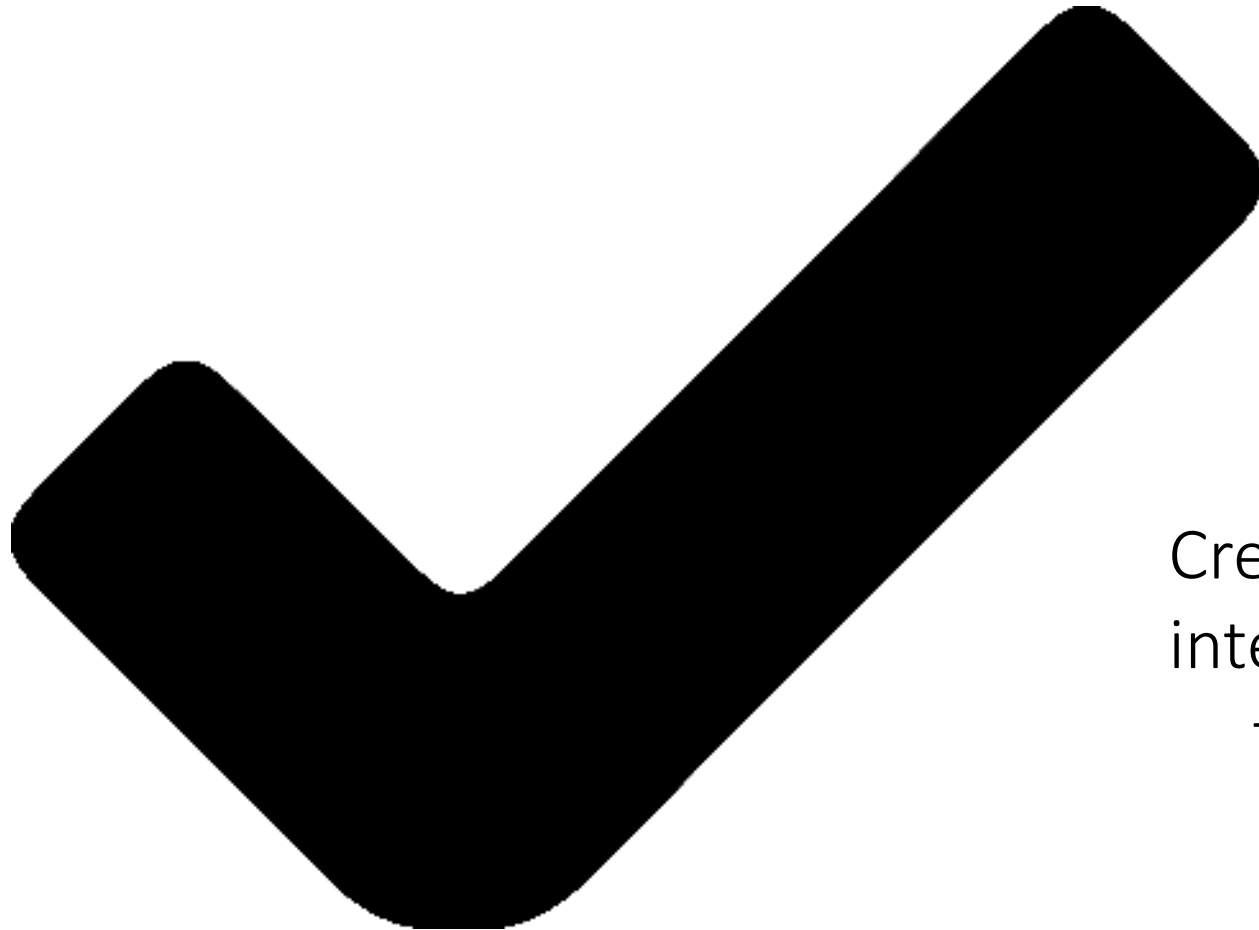
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SOCIAL	TASK	DUE	IN PROGRESS	DONE
	<b>Add finance LP links to social media profiles.</b> Adding your finance LP links to your social media profiles increases exposure and boosts your position in organic search	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add finance LP link in email signature.</b> Promoting finance in your email signature works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add finance LP link to your business directory listings.</b> If your business is listed on any local directories add your finance LP link. The more backlinks to your page the higher you will rank.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add finance LP link to Google My Business.</b> Optimizing your Google My Business page is one of the easiest ways to appear on page 1 for local search. You need to put your LP link here.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add your Finance LP QR code to your phone.</b> Give your customers fast access to your finance LP page with your QR code. Customers can use their phone camera to instantly access your LP.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>ADVANCED – Add your finance LP link to your quoting template.</b> Companies that offer a financing option within quotes sell more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





# POINT OF SALE CHECKLIST:

Physical Store or Dealership



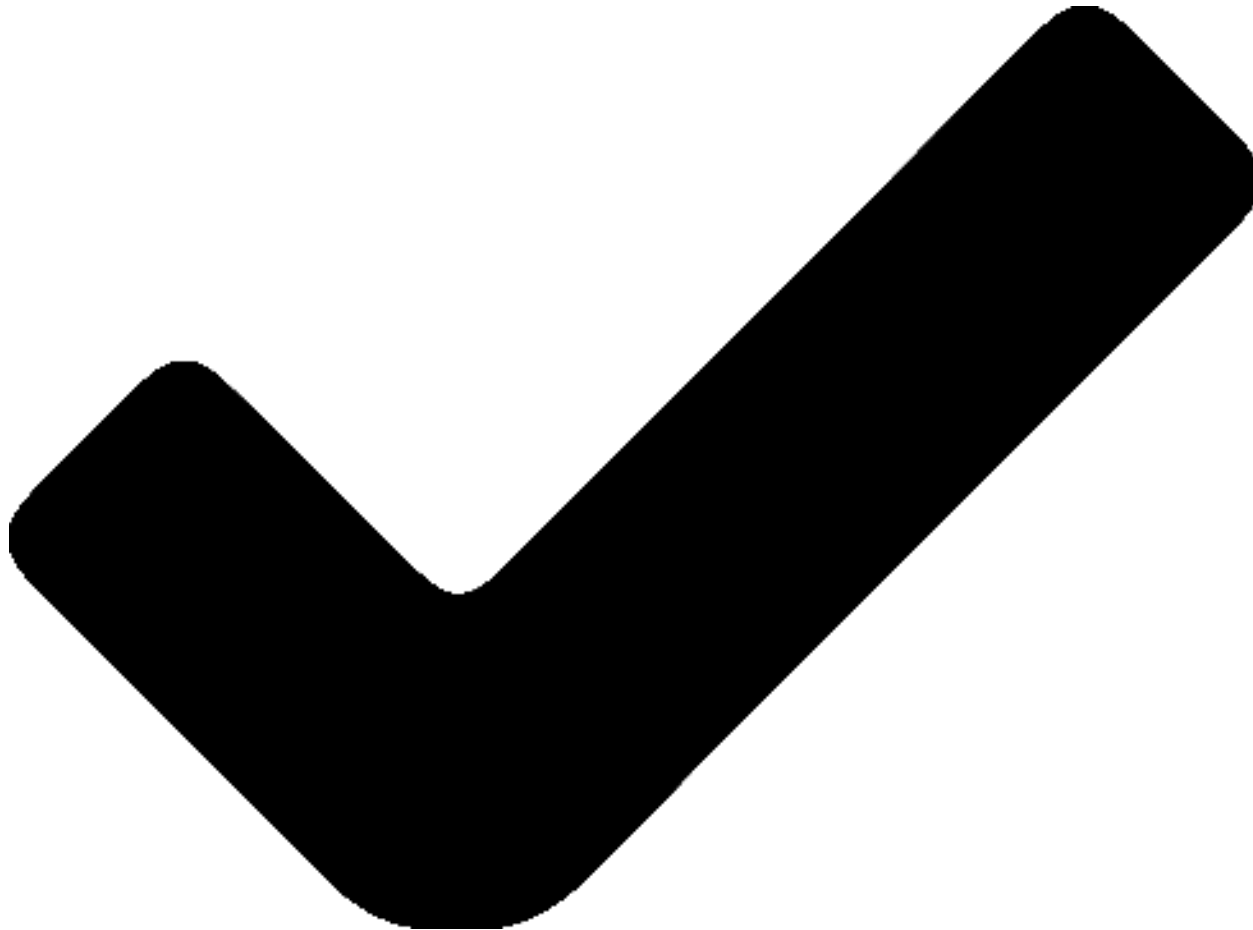
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	TASK	DUE	IN PROGRESS	DONE
	<b>Set up fast POS landing page access.</b> Display your fast access LP QR code at your point of sale	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Display Ausloans finance explainer poster in store.</b> Promoting a finance explainer poster in store is a great way to flip the conversation to low weekly repayments	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Add a finance available badge to your feature display items in store.</b> Avoid customer ticket shock by letting customers know they can finance your featured product or service.	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Use street facing signage to advertise finance available.</b> Have a big street frontage. Maximise your finance visibility.	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

# FINANCE PROMOTION CHECKLIST:

Maximizing the Ausloans Finance Opportunity



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Finance Group





Promoting your  
customer finance  
solution.

How to

**PROMOTE & SELL MORE  
USING FINANCE**

**General Finance Promotion Checklist**

Now you’re all set up to offer finance its time to start promoting your new finance solution and driving traffic to your business. Here’s your step by step guide.

	TASK	DUE	IN PROGRESS	DONE
	<b>Publish a blog post to announce you now offer finance.</b> You can find our done for you blog post in partner partner hub.	<div></div>	<div><input type="checkbox"/></div>	<div><input type="checkbox"/></div>
	<b>Promote your blog post to your social media channels.</b> We’ve made this easy with done for you graphics, post add copy and hashtags.	<div></div>	<div><input type="checkbox"/></div>	<div><input type="checkbox"/></div>
	<b>Promote that you offer finance to your social media channels.</b> We’ve created a collection of done for you social media posts. Simply copy and paste to start promoting.	<div></div>	<div><input type="checkbox"/></div>	<div><input type="checkbox"/></div>
	<b>Promote your new finance solution to your email list.</b> Use our done for you email campaign swipe file to let your customers know you now offer finance.	<div></div>	<div><input type="checkbox"/></div>	<div><input type="checkbox"/></div>



# Congratulations on getting set up to maximize your financed sales opportunity.

Ready to turbocharge your sales with financed product offers?

Download our financed offer marketing campaign checklist and we will walk you through everything you need to start attracting customers and increasing sales.