

Comms Guide

LinkPay



A detailed guide with recommended
comms for end users

Best Practices Introducing Customers to Stitch

The purpose of this guide is to share recommendations across marketing channels for communications that can be used to introduce and promote Stitch LinkPay to end users immediately upon launch, in order to:

- Ensure users are aware that the method is now available
- Address any questions or concerns users have when they see the method for the first time
- Promote the benefits of the method to encourage adoption

Customer comms: Communications foundation

Suggested Content

Updating owned media

Your support centre, website + blog

1 / 4

Upon launch, details about the payment method should be incorporated into any existing owned media that end users will interact with or search for — including your support centre, website, social media channels and more. This helps to alleviate any concerns or answer any questions a user might have as they see the method for the first time.

[Content](#) [Support centre](#)

We suggest adding FAQs related to the payment method to your support or help centre. For example:

How to link a bank account with [your brand name]

- From the payment methods screen, select "Link a bank account"
- Select your bank from the list of supported banks (currently: ABSA, FNB, Capitec, Standard Bank or Nedbank)
- Log into your bank account using your online banking details
- Select the account you wish to pay from and confirm with an MFA (multi-factor authentication)
- That's it! Your account is now linked and every time you come back, you can choose "Pay from linked account" and make a one-click payment



Suggested Content

Updating owned media

Your support centre, website + blog

2 / 4

Content Support centre continued

How to make a payment from a linked bank account

- From the payment methods screen, select "Pay from linked account"
- Enter the amount you wish to pay and select "Authorise and pay"
- That's it! Your payment will be processed instantly, and the funds will be available immediately

[For Wallet Apps] How to withdraw ZAR to a linked bank account

- Once your account is linked, you're able to withdraw funds from your ZAR wallet anytime back to your linked bank account
- Under withdraw funds, enter the amount you wish to withdraw
- Select the bank account you'd like to withdraw to
- That's it! The payment will be processed instantly



Suggested Content

Updating owned media

Your support centre, website + blog

3 / 4

Content

Support centre continued

Is it safe to link my account?

Yes! Linking a bank account enables you to make secure payments via Instant EFT directly from your bank account.

Payments made via Instant EFT are less fraudulent than card payments. Our payments partner in South Africa securely encrypts all banking details and will never share them — with us or with any third parties. [You can read more here.](#)

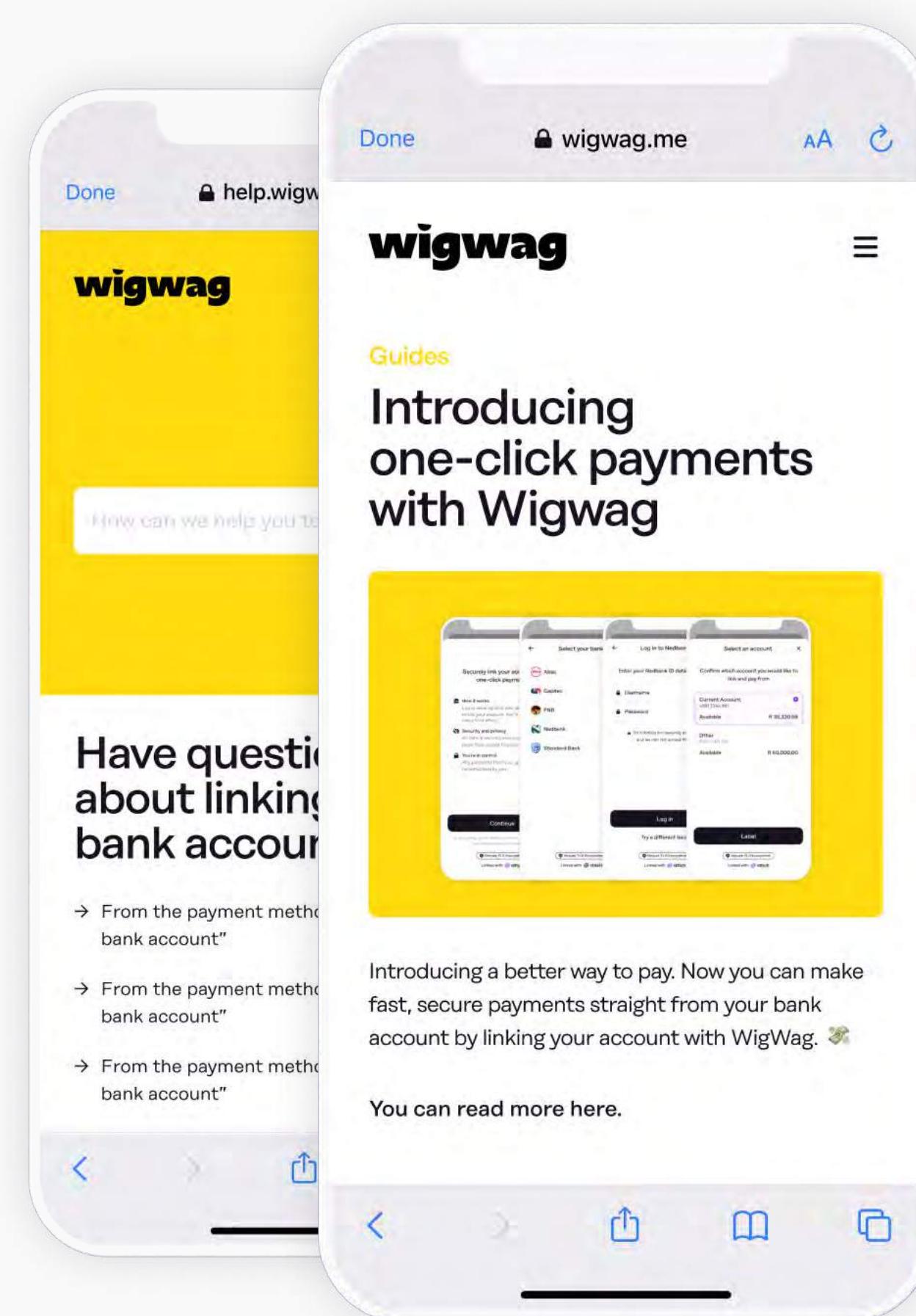
Content

Your website

"Introducing one-click payments"

We suggest adding mention of the payment method directly on your website, and adding an icon indicating the method option next to any other payment methods icons on your site.

The ability for customers to make instant, fraud free, low-fee payments is also a benefit for your business that can help you attract new users and can be used as a selling proposition.



Suggested Content

Updating owned media

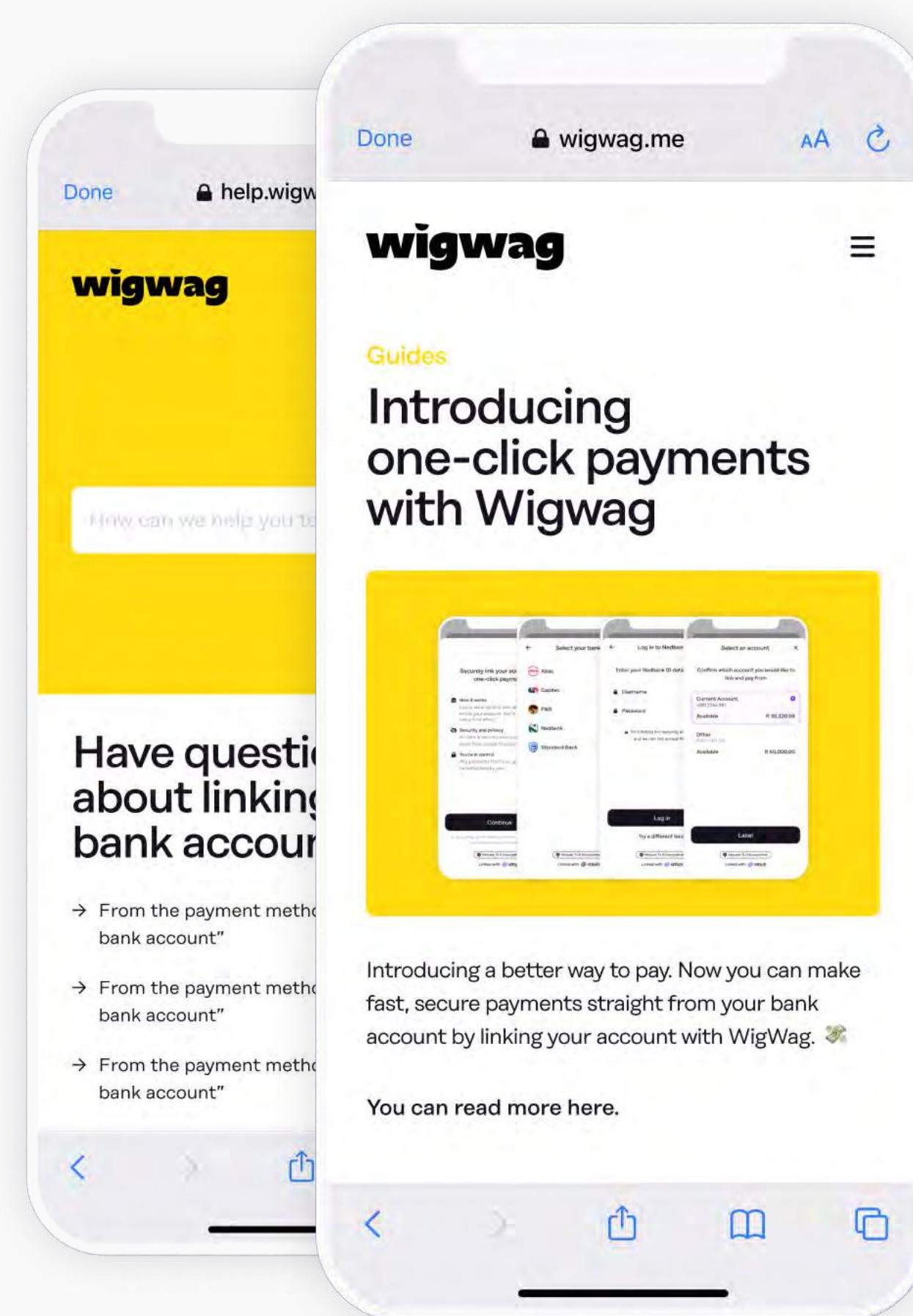
Your support centre, website + blog

4 / 4

Content blog

We also suggest sharing an initial blog post to introduce the method to users at the time of launch. Example post titles might include:

- Introducing one-click payments with [brand name]
- Link your bank account for fast, secure payments



Suggested Content

Stitch owned media

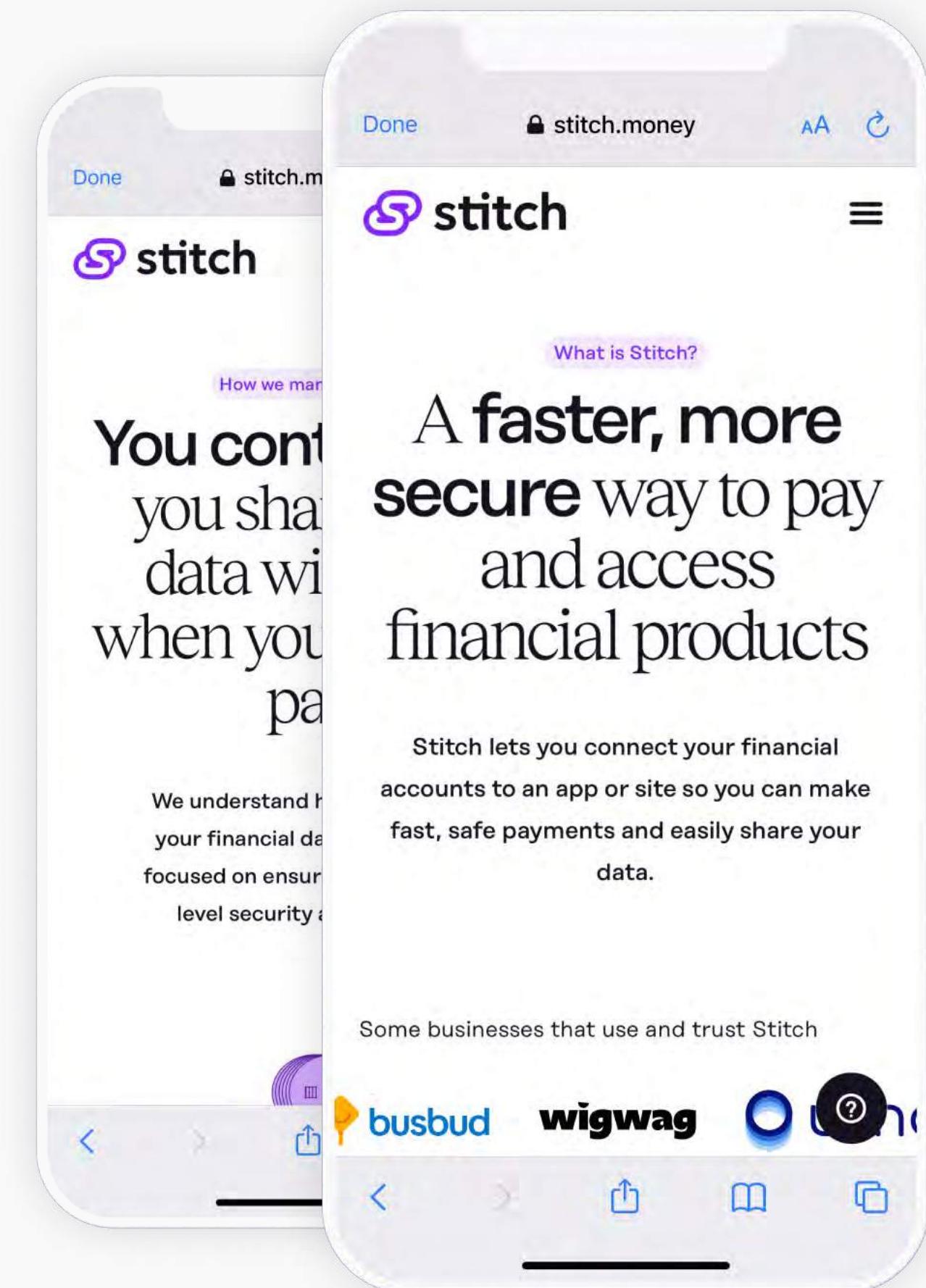
FAQs

1 / 1

Content

Some common questions customers might have about the payment method can be answered by directing them to our consumer-facing pages [here](#) and [here](#).

Customer-facing FAQs can be found [here](#).



Customer comms: Communicating the method launch

Suggested Content

Email

Dedicated email

1 / 2

Depending on the channels you use most commonly to communicate with your users, we suggest sharing comms the day the method goes live so users are aware of what it is and why they should try it.

The below text should serve as a guide for a dedicated email to customers in South Africa when the payment method launches, and can also be leveraged as part of a regular newsletter for this segment. We suggest following up with activation materials.

Example

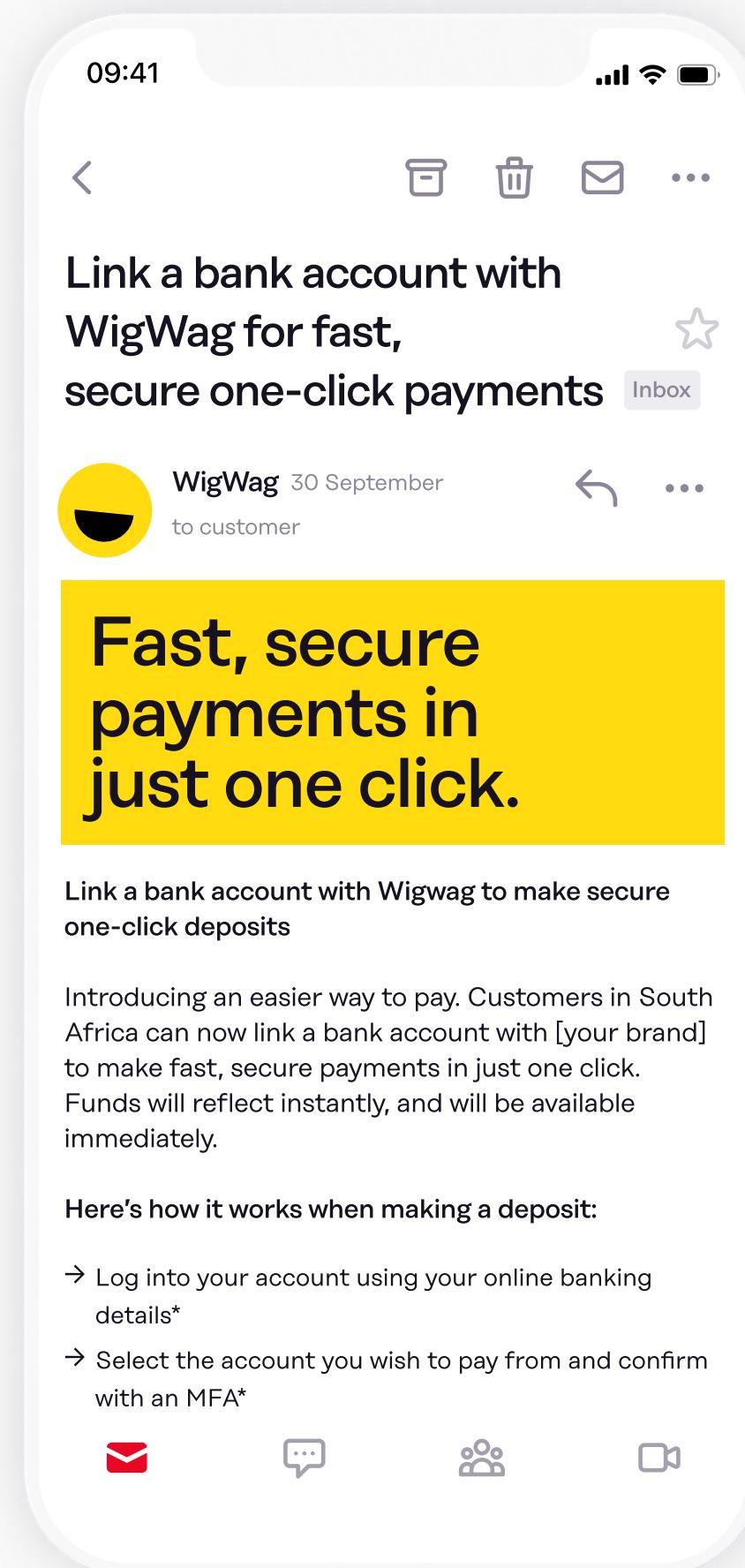
Subject line: Link a bank account with [your brand] for fast, secure one-click payments

Link a bank account with [your brand] to make secure one-click deposits

Introducing an easier way to pay. Customers in South Africa can now link a bank account with [your brand] to make fast, secure payments in just one click. Funds will reflect instantly, and will be available immediately.

Here's how it works when making a deposit:

- Log into your account using your online banking details*
- Select the account you wish to pay from and confirm with an MFA*



Suggested Content

Email

Dedicated email

2 / 2

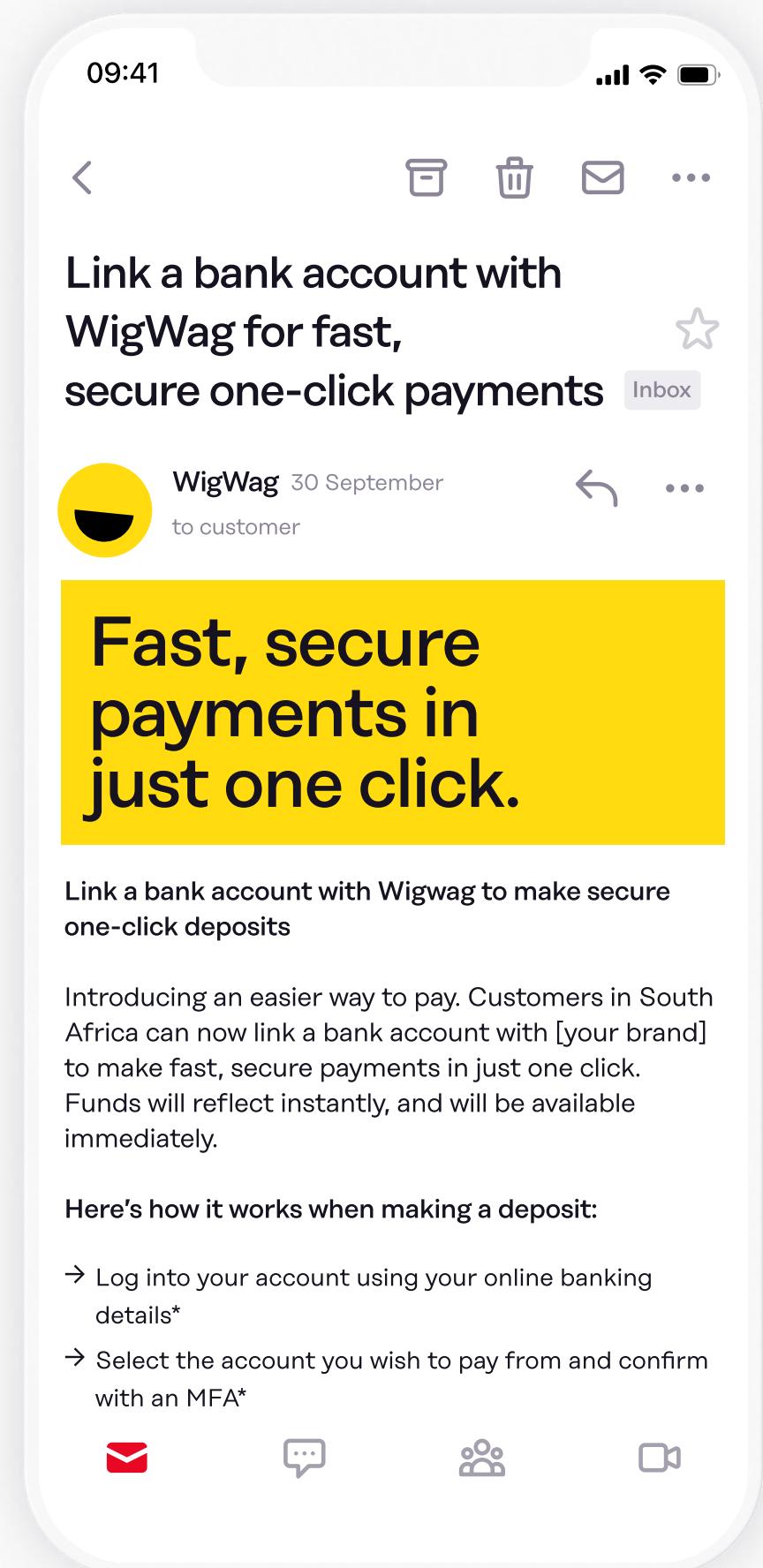
Example continued

- Once your account is linked, you can make a deposit*
- From the deposit screen, select Pay from linked account
- Select the account you've linked, and authorise the payment
- That's it! The payment is processed instantly, and it will be available immediately*

Every time you come back, you can choose "Pay from linked account" to make a one-click payment.

[Link an account now →](#)

**Depending on whether your solution is a wallet, app or platform, you should use terms consistent with the way you typically speak about payments and payouts. For example, "make a payment", "add cash", etc.*



Suggested Content

Push notifications / SMS

On the day

1 / 2

If you typically communicate with customers via SMS or push notifications, it's a good idea to send these on the day you launch, and follow up a few weeks later.

Example 1

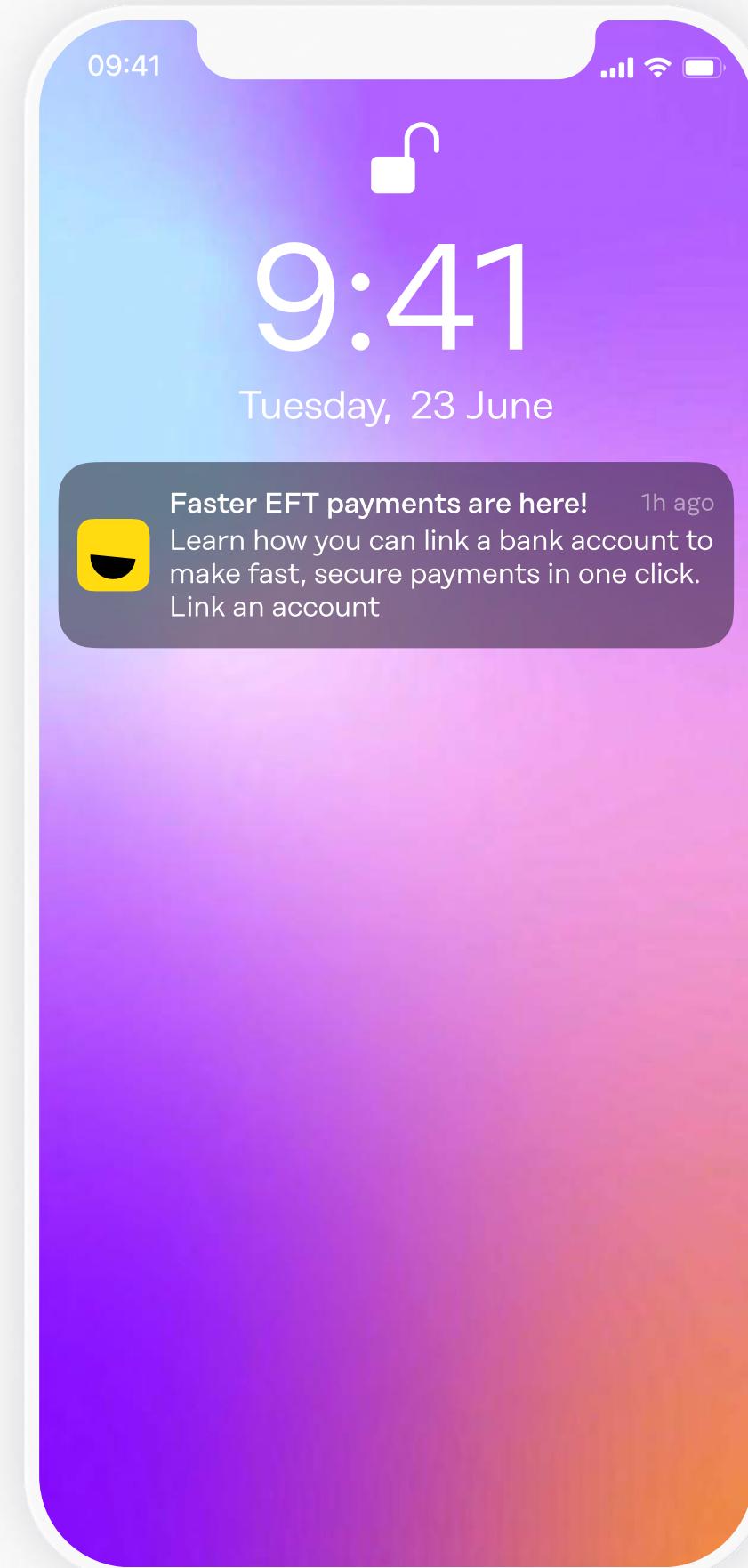
Subject line: Faster EFT payments are here!

Learn how you can link a bank account to make fast, secure payments in one click. [Link an account](#) →

Example 2

Subject line: Pay in just one click

Announcing a new payment method. Check out in one click every time you make a purchase — directly from your bank account. [Learn more](#) →



Suggested Content

Push notifications / SMS

Following up

2 / 2

Example Reauthorisation reminder

Particularly for users from Capitec Bank, you may need to send SMS reminders for users to re-authorise their accounts. Here is some suggested text and best practices:

Subject line: Keep [saving]

Don't forget to re-authorise your linked account to keep [saving]. Simply enter your MFA and authorise payment now.

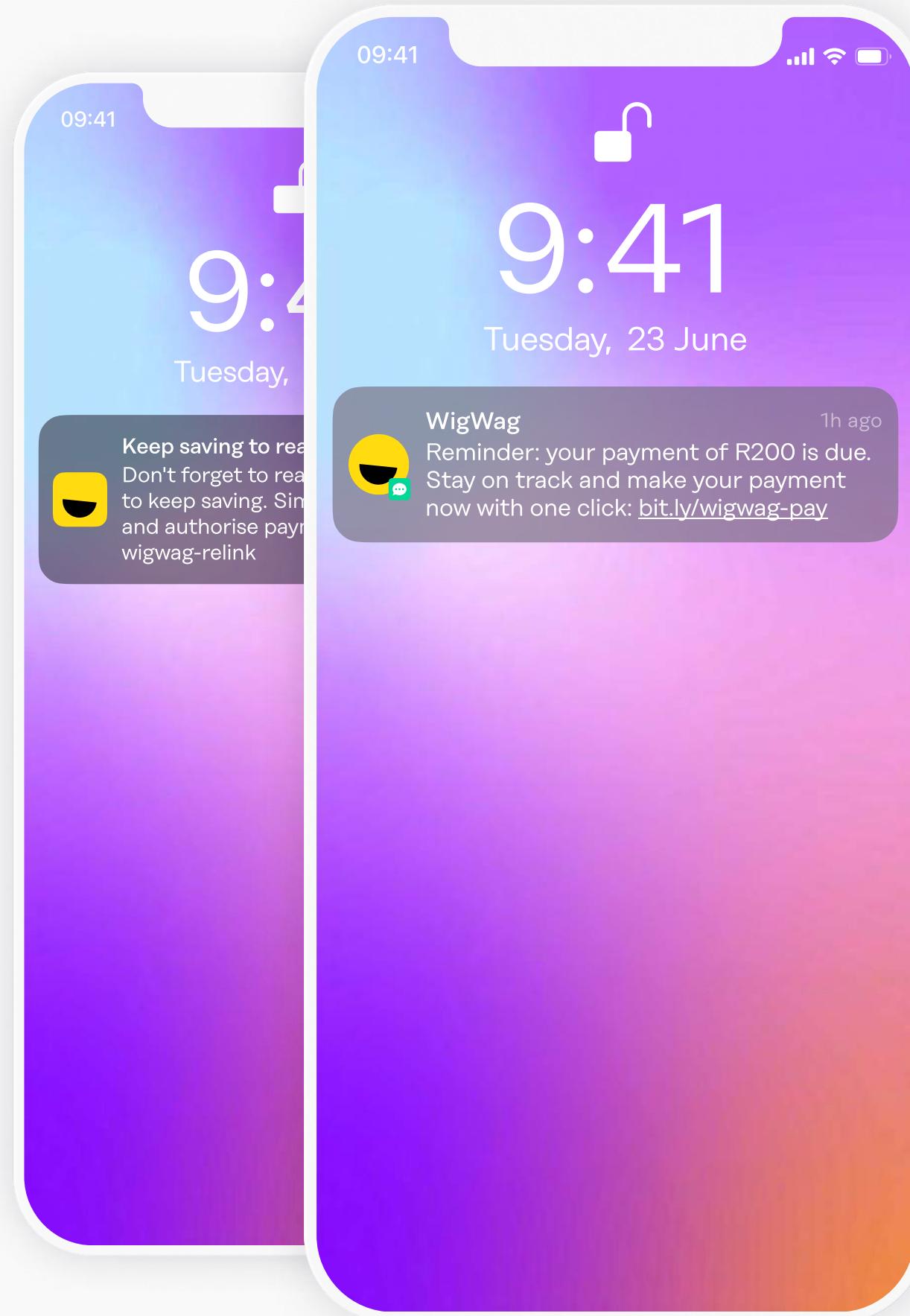
- Use url shortener
- Direct the user to a success page once payment is complete

Example SMS containing payment link

If your users can pay via link, here is an example of an SMS nudge you might send asking them to initiate a payment:

Reminder: your payment of R200 is due. Stay on track and make your payment now with one click:

- Use url shortener



Suggested Content

Social Media

Twitter + Facebook

1 / 1

The new method can also be leveraged as an incentive to encourage new customers to sign up to your platform or app. Here are examples of some suggested social materials or promoted ads.

Example Twitter

Head Line: An even easier way to pay

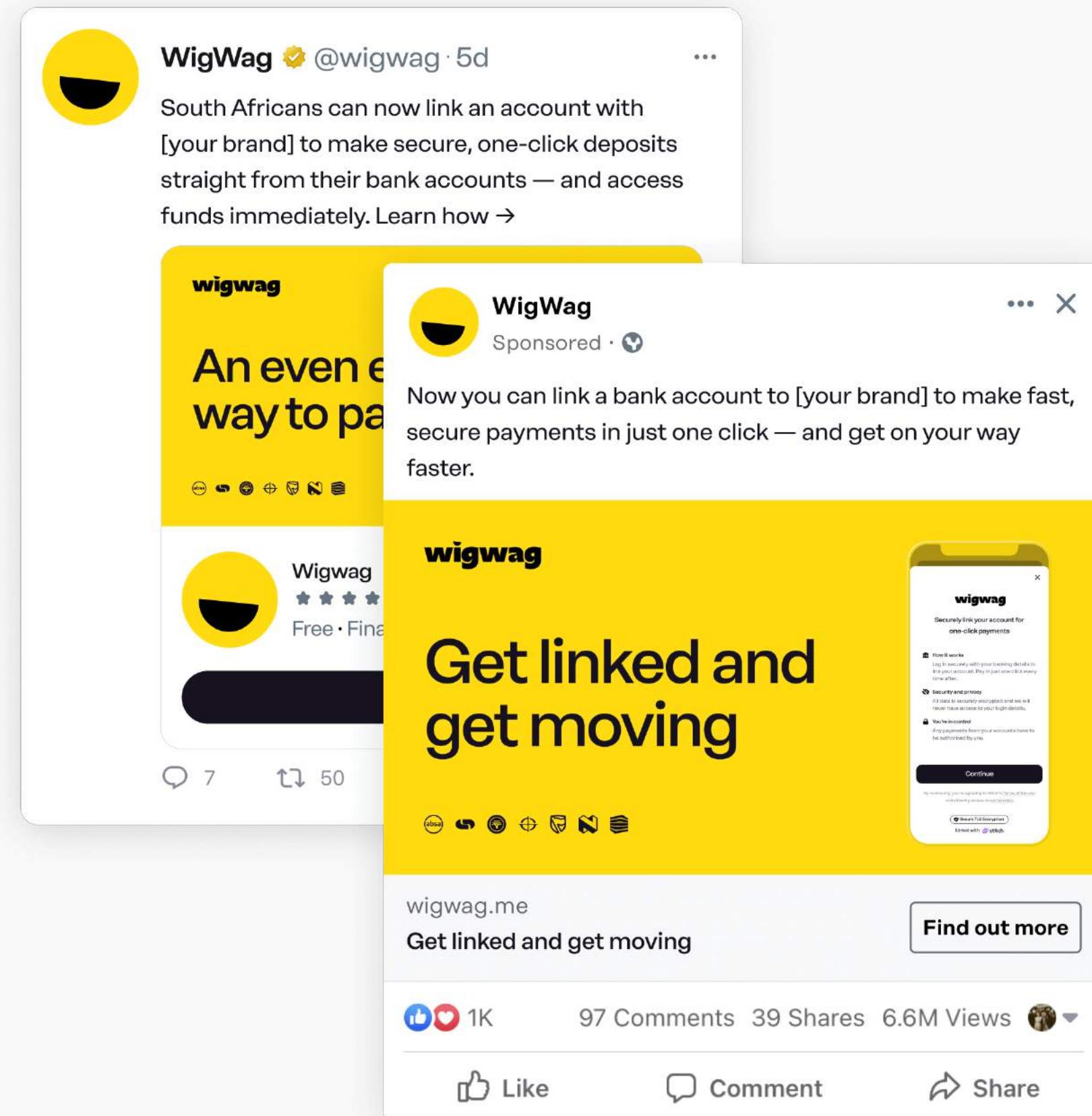
South Africans can now link an account with [your brand] to make secure, one-click deposits straight from their bank accounts — and access funds immediately. Learn how →

Example Facebook

Head Line: Get linked and get moving

Now you can link a bank account to [your brand] to make fast, secure payments in just one click — and get on your way faster.

Find out more →



Customer comms: Ongoing engagement

Suggested Content

Incentive campaigns

Previous examples

1 / 1

Content

Once the method has launched, you can experiment with different campaigns designed to incentivise users to link their accounts and make a payment.

This can include a bonus or cash back incentive give upon successful link and payment; a discount on goods and services upon successful link and deposit; entrance into a lottery for every payment made through the method; etc.

As the method is sticky once a user has linked an account, we've seen this work well to encourage adoption and repeat payments.

The image displays two separate promotional posts from different platforms, each featuring a purple header and a call-to-action button.

Post 1: Easy Crypto (Promoted)

PROMOTED · Posted by EasyCrypto 2 hours ago 🔒

Link a bank account on Easy Crypto for the fastest way to buy over 160 alt coins, and get R50 in free coin.

EASYCRYPTO

**Don't get rekt.
Get linked.**

Link an account with Stitch to pay for crypto in seconds, and we'll throw in R50 in coin.

Bitcoin 0,00102707 BTC
R 500 450
No network fee. ⓘ

> Pay with Linked Account

Get linked with stitch

easycrypto.com

0 Comments Share

Post 2: OVEX (Promoted)

PROMOTED · Posted by EasyCrypto 2 hours ago 🔒

Link a bank account on OVEX and get a R200 bonus when you make your first instant deposit.

OVEX

**Get linked.
Get rewards.**

Get a R200 bonus when you link a bank account with Stitch and make an instant deposit.

Get linked with stitch

ovex.io

GET LINKED

0 Comments Share Save ...

onboarding@stitch.money