

Boost your business loan sales

Marketing Tips

Max Funding



Marketing is an essential tool for bringing in new business and maintaining relationships with your clients. Done well it can raise the profile of your business, establish a high-quality reputation and increase revenue. Following a few basic guidelines you can create a highly effective and cost efficient campaign.

Why promote business loans?

By adding business loans to your product offering, you can enhance your business in a number of ways:

- **leverage** more business from your existing mortgage clients
- **increase** and diversify your revenue streams
- **convert** business loan clients to mortgage clients
- **stop** your existing clients from going to the banks for business loans.

Sell the benefit not the loan

It's important to let business owners understand how a business loan can improve their businesses. Rather than simply saying "use a business loan to resolve cash flow", suggest what that could mean to them:

"Expand your business, build your customer base and earn more profit" or perhaps

"Redecorate or renovate and give your shop a brand new look with a business loan."

Market to your existing clients

Your existing clients are a great database to begin marketing to. You have an established relationship with them and they have already trusted you with the biggest loan they have.

Communicate your advantages

Let your clients know they can now source very competitive business loans from someone they trust. The loan itself comes from Max Funding, one of Australia's leading lender specialising in funding SMEs.

Keep Raising Awareness

There are a number of ways you can keep business loans at the top of your clients' minds.

- In conversations when you meet with clients
- In direct mail
- Through articles in your newsletter
- Through a referral campaign

In conversations when you meet with clients

Let them know you can help them expand their business, redecorate or renovate, stock up and enjoy bulk purchasing discounts, or invest in marketing to attract more customers.

Give them a leaflet to take away with them that acts as another reminder of the new service you offer.

Direct Mail

Sending a letter to all your existing clients is a great way of communicating business loans. Regular communication with your clients ensures that when they are thinking about a loan, you are top of mind.

Article in your newsletter

Tell customers in your newsletter that you offer business loans as it will position your business as offering a full service. In your regular newsletter you could include a case study: What your client used the loan for, how much they borrowed and what their repayment was. Communicate how they benefited from the loan;

"By using a business loan, Meghan and Alex were able to purchase new machinery to expand their business, despite fluctuations in their business income and blemished credit history."

[You could include photos of customers who have used loans to redecorate or renovate their businesses. It adds a nice personal touch.]

Referral Campaign

After their loan has settled you can write to clients asking for a referral and offering a small incentive such as a movie ticket for every successful referral. Remember to thank clients who have made referrals.

Advertising

Advertising can be highly effective in reaching new clients. It's also another way of reminding your existing clients that you offer business loans. It's important to target the advertising precisely. There are four key things to consider.

- **Right person** - understand who your target audience is, what is important to them and what sort of language they relate to
- **Right medium** - select a publication that your target audience reads
- **Right message** - make sure you communicate the relevant benefits of a business loan
- **Right Response** - make sure your audience understands what you want them to do after seeing your advertisement. Often it's calling a phone number.

Imagery

Pictures are a good way of attracting attention to an advertisement. The picture should be relevant, simple and inspirational. It could be a nicely renovated shop or new equipment. Make sure you have the right to use the picture as costs for usage often apply.

Words

Keep the words simple and succinct. As people have a short attention span when reading an advertisement it is important to keep the copy short. Decide what your most important points are (no more than 2 or 3) and make sure they are clearly communicated. Always feature a call to action including contact details which should also be clearly displayed.

Sample Copy:



Looking to grow your business?
Get your finance first from a reliable source.
That way you know exactly how much you can afford,
and what your repayments are.
<<Your Company>> offers highly competitive business
loans to approved clients.
Borrow up to \$1,000,000.
Receive funding on the Same Day you apply.
New Businesses and borrowers with Bad Credit are
eligible and welcome to apply.
Backed by the strength of Max Funding.^
Call today <<Your Phone Number>>.



Legals

There are strict regulations on advertising financial services and you must make sure your advertisement doesn't contain anything that could be untrue or misleading. Get your legal department or adviser to check your advertisement.

If you would like some more information on Max Funding's Business Loans, please contact Max Funding.

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