

Marketing Guide

How to maximise customers with Nivo

Nivo is designed to improve access to financial products. Whether you are directing all of your customers to contact you through Nivo, or offering the choice alongside your traditional processes, by marketing the service effectively you could drastically save time and see an increase in the number of products being applied for.

This guide is designed to give helpful tips to increase the exposure of your products, market your business as technologically competitive, and create a seamless, front to end user journey for your customers.

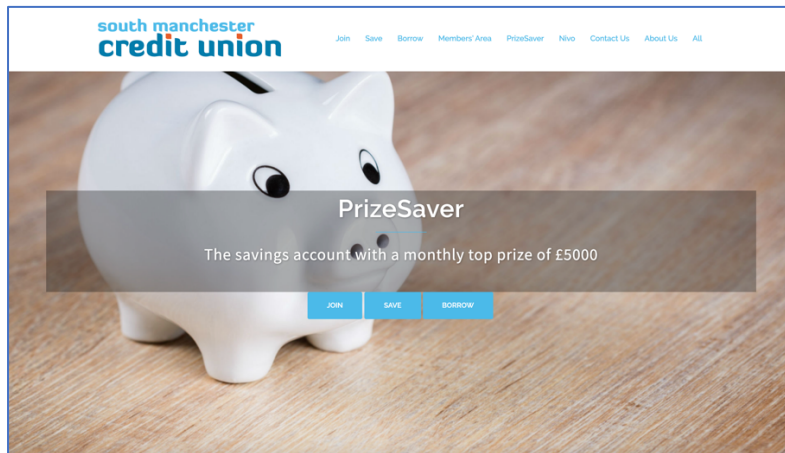
If there is anything marketing related that is not in the guide that you want to know more about, [contact us](#) and we'll include it in our next update.

Seamless Web Journey

1) Make it easy for customers to get what they need

The main reason a customer will visit your website will be to apply for a product. This needs to be clear and prominent at the top of your page.

We love how SMCU have done it: <https://www.smccreditunion.co.uk/>



< Join, Save, Borrow

clearly identified as the first point of entry to the website

When companies offer more financial products, this simple approach might not be the best for them, but they should still follow this rule:

Homepage (with clearly identified suite of products) > specific product > apply

Some websites will have calculators built into them. The process here would be to have the user apply with the calculator and then invoke a Nivo journey:

How much would you like to borrow: £X



Download the Nivo App to Continue

If you want to offer your customers the choice of how they want to be served, the choice should be offered together, either linking to the calculator or offering it beside the download Nivo option.

Example:

Looking for a loan?

In a hurry?

The Nivo App offers the quickest and most convenient way to receive a decision.

Got more time?

Online application

or

Request a callback

Download the Nivo App

Tip for improved user-experience: Most readers are not detail-oriented and want streamlined content. When you have a lot of detailed information, use links or expandable text boxes to provide access to that content to readers who are interested, or place it further down on the page. This approach is better than putting all of the text on a page and drowning your readers in a sea of words.

2) Avoid drop-off with the transition

If a user is suddenly taken to an app, they will be confused. It should always be identified that a download should take place, and that is the next part of the process.

Download the Nivo App

Here is additional context to explain the download (below the button):

What is Nivo?

Nivo is a fast and secured messaging service. All conversations through the app are encrypted to keep your information safe and protect your privacy. With Nivo, you will be able to digitally send us the documentation needed to progress your application.

3) Use deeplinks to improve efficiency

By linking each button to a specific deeplink related to that function, you save your user time in having to repeat the service they have downloaded Nivo for.

Borrow	Save	Join
^	^	^
Launch the loan bot	Launch the save bot	Launch onboarding form

Deeplinks are special. They take the user to the specific bot journey that they should be on. If they are on their phone, they will be taken to their smartphone's corresponding app store to



download Nivo. If they are applying on the computer, they will be prompted to scan the QR code or receive a link on their smartphone.

Hold your smartphone camera over the QR code to get Nivo App



Alternatively, enter your mobile phone number below and we will text you a link to get Nivo App:

SEND ME THE LINK

How to access your bot deeplinks: [Watch the video](#)

Sending out different welcome bots: [Watch the video](#)

Social Media

Types of content that is interesting to share:

- Any new milestones and records
- Speed of application
- Industry firsts
- Positive customer feedback

Content Templates

Social Media is a great tool to inform your current community about updates to your service, or prompt them to begin a product application. To help support social media creation, here is a suite of templates for you to edit and adapt to your needs:

- [PPTX](#) (New versions of PowerPoint)
- [PPT](#) (Old versions of PowerPoint)

These will be added to over time – if you have any suggestions of content that is not within these general templates, please [contact us](#).



Social Media Advertising

Because of how targeted you can be, social media advertising can be an inexpensive way to reach your demographic.

If your target audience is **individual borrowers**, **Twitter** or **Facebook** are cost-effective channels to advertise.

Within them you can filter by:

- Geolocation
- Age range
- Profession
- Interests
- Language spoken
- Followers of other accounts

If you target **corporations**, **LinkedIn** would be most effective, but as these conversions would be larger in size, expect to pay more. With LinkedIn ads, you can filter by company, follower of company and job title.

Printed Collateral

There are many ways to point your customers to begin a product application with Nivo.

QR sticker

If your business is on the highstreet, a great way to build your client base is by highlighting how easy financial product applications can be with Nivo.

We've made a template which can be adapted for our clients. [Contact us](#) if you would be interested in receiving one for your business._

Template:



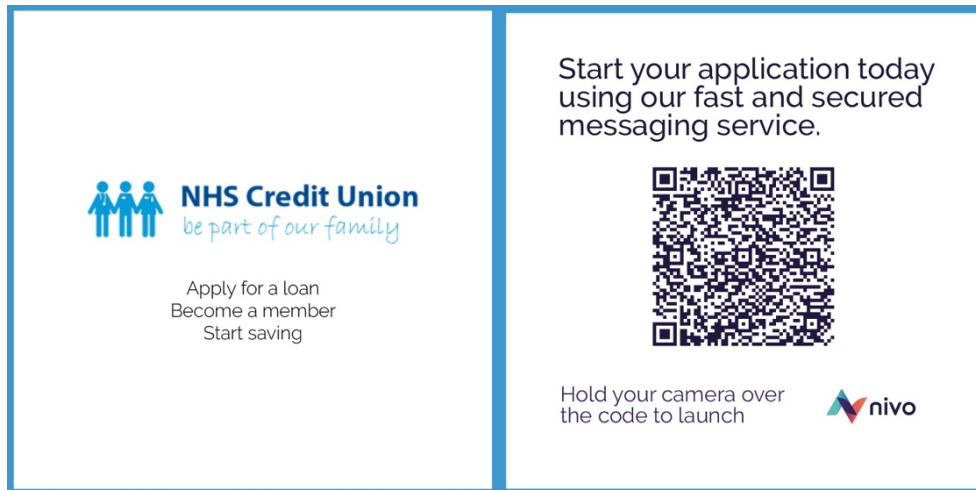
Business Cards / Flier

Your professional business card can be a good opportunity to highlight a quick way to apply for a financial product. We have been putting a demo on the back of ours in the form of a QR code, but you can also use [shortened url](#) of your deeplink.



Card Giveaway

Business cards are a really good size to give away at events or at your business' reception. Here is a template, which we will adapt and alter based on your needs. [Contact us](#) if you would like them.



Pop Up Banner

By putting a QR code on a pop-up banner, you will highlight how easy it is to become a member or apply for a financial product. This is handy for events, or in your reception.

Media Support (PR)

For your own marketing materials and press releases, you may require content from us.

[Click here to download](#) our media pack which contains

- Our logo
- Images
- Our current brochure
- Videos

Types of content that is interesting:

- Industry firsts to use one of our fintech features
- Record speeds
- Going out of your way to serve your customers
- Focus on risk mitigation / cyber security
- Focus on digital

If there are interesting milestones that you are noticing within your organisation with Nivo, we'd love to develop content around it with you. We will be ramping up story creation and videos in the new year, focusing on industry firsts and interesting use cases. We'd be excited to create content together.