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B2B Buy Now, Pay Later

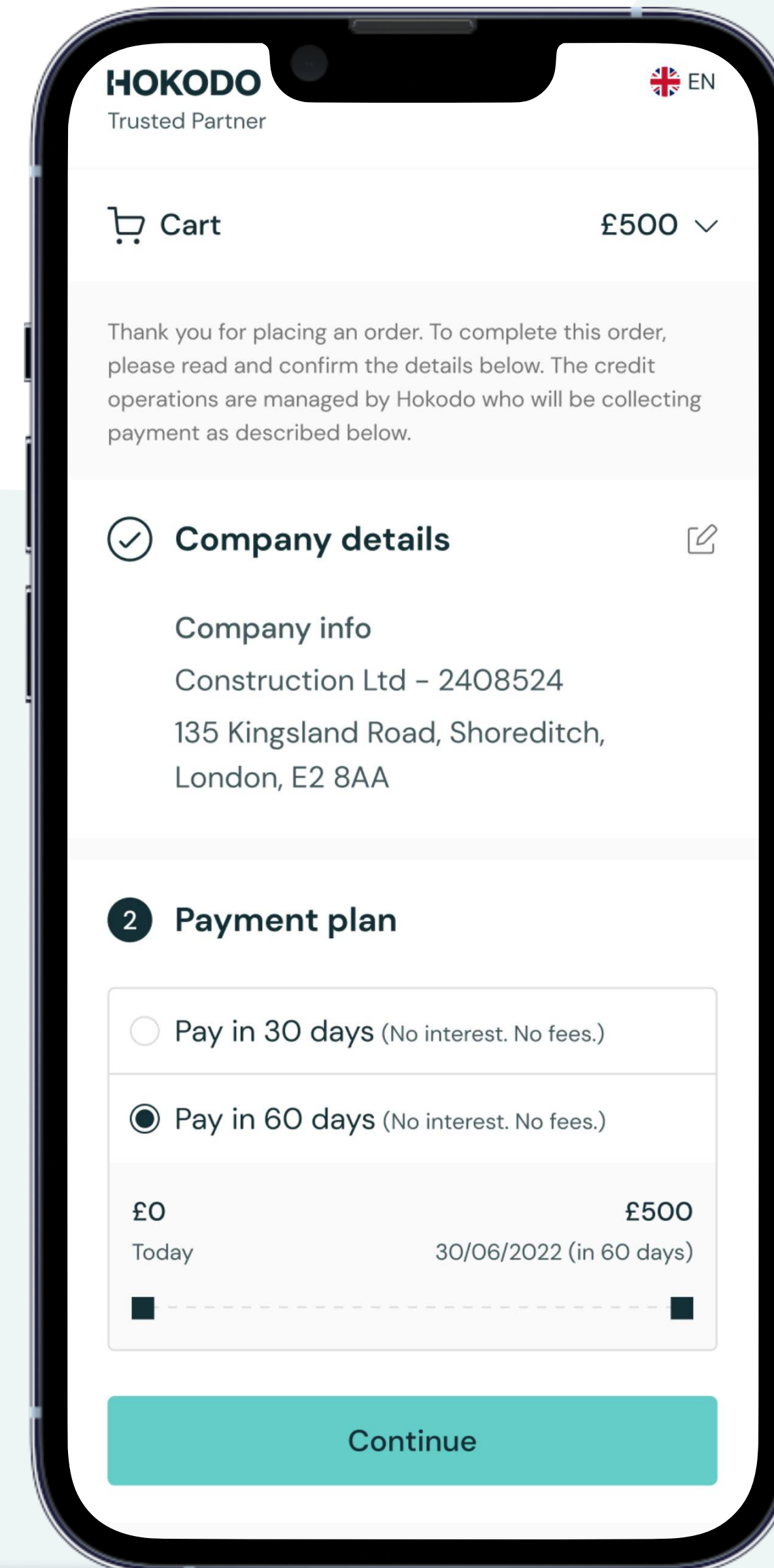
Launch marketing guide

August 2022

B2B Buy Now, Pay Later

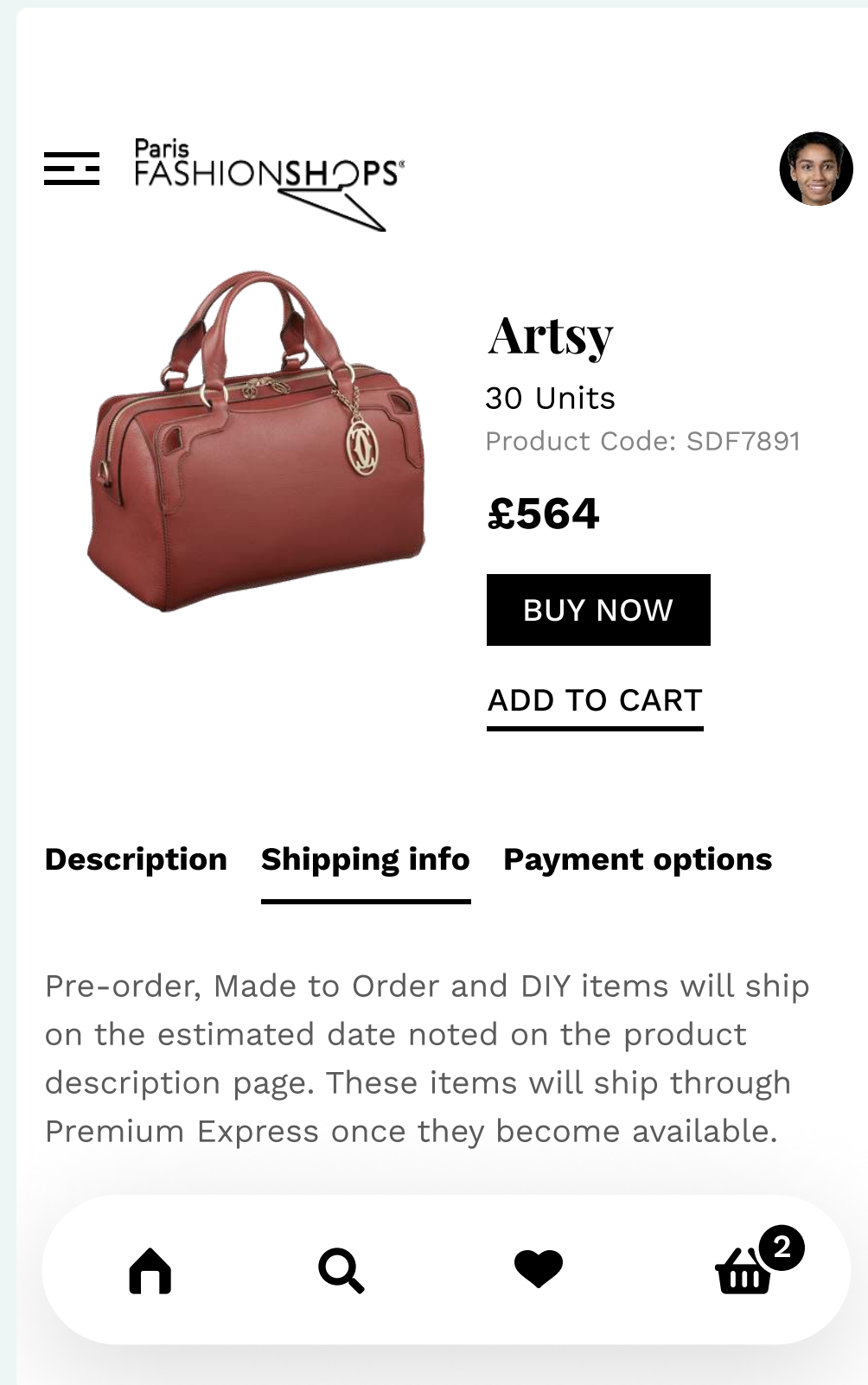
Hokodo's **Buy Now, Pay Later** solution makes it easy for you to offer credit terms to your buyers, and even easier for you to sell.

Increase **Average Order Value by up to 30%**, and increase your **customer acquisition rate by up to 20%** by simply empowering your business customers to pay in the way that's most convenient for them.



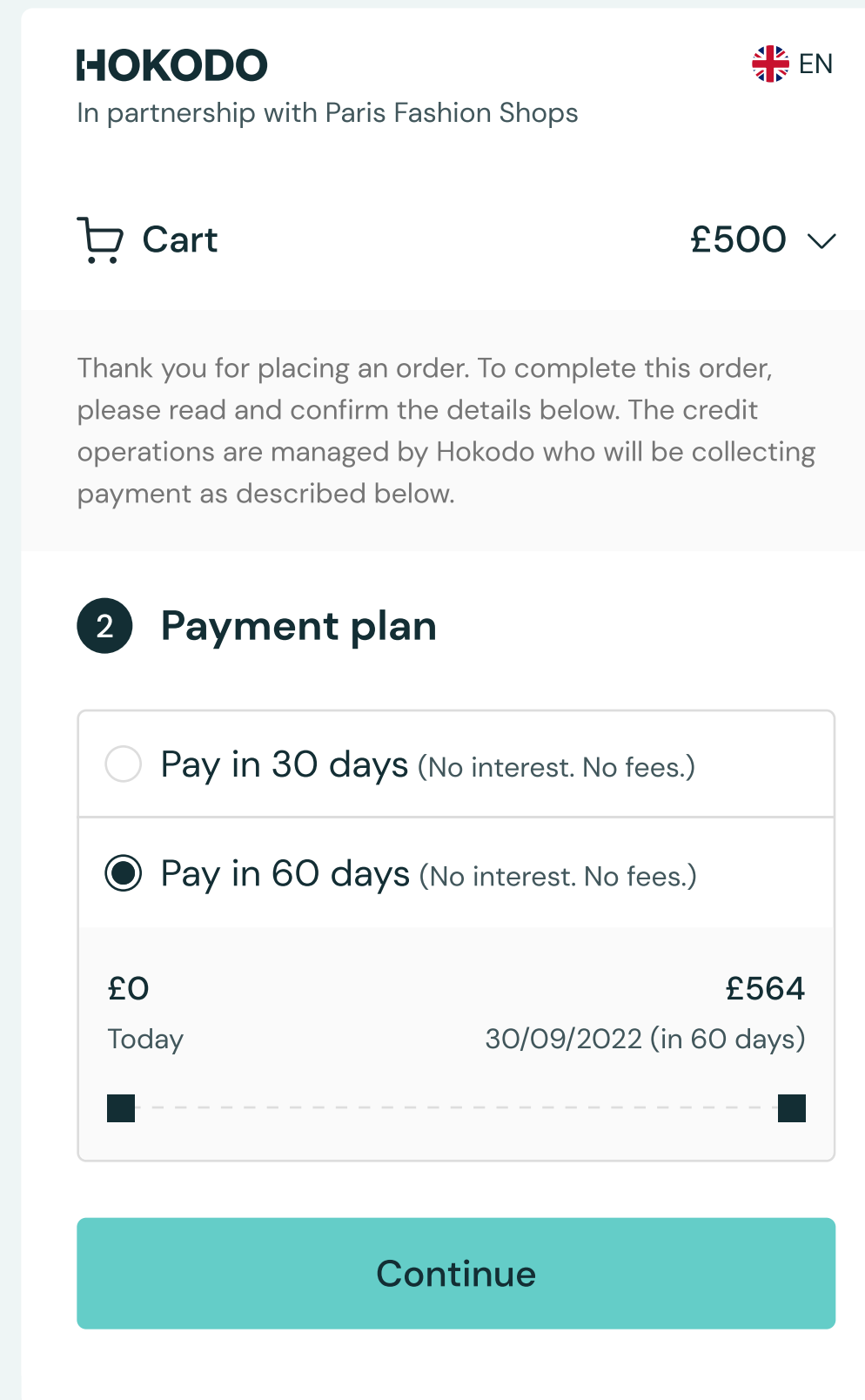
Helping you provide a smooth B2C-like customer journey in 3 easy steps

Step 1



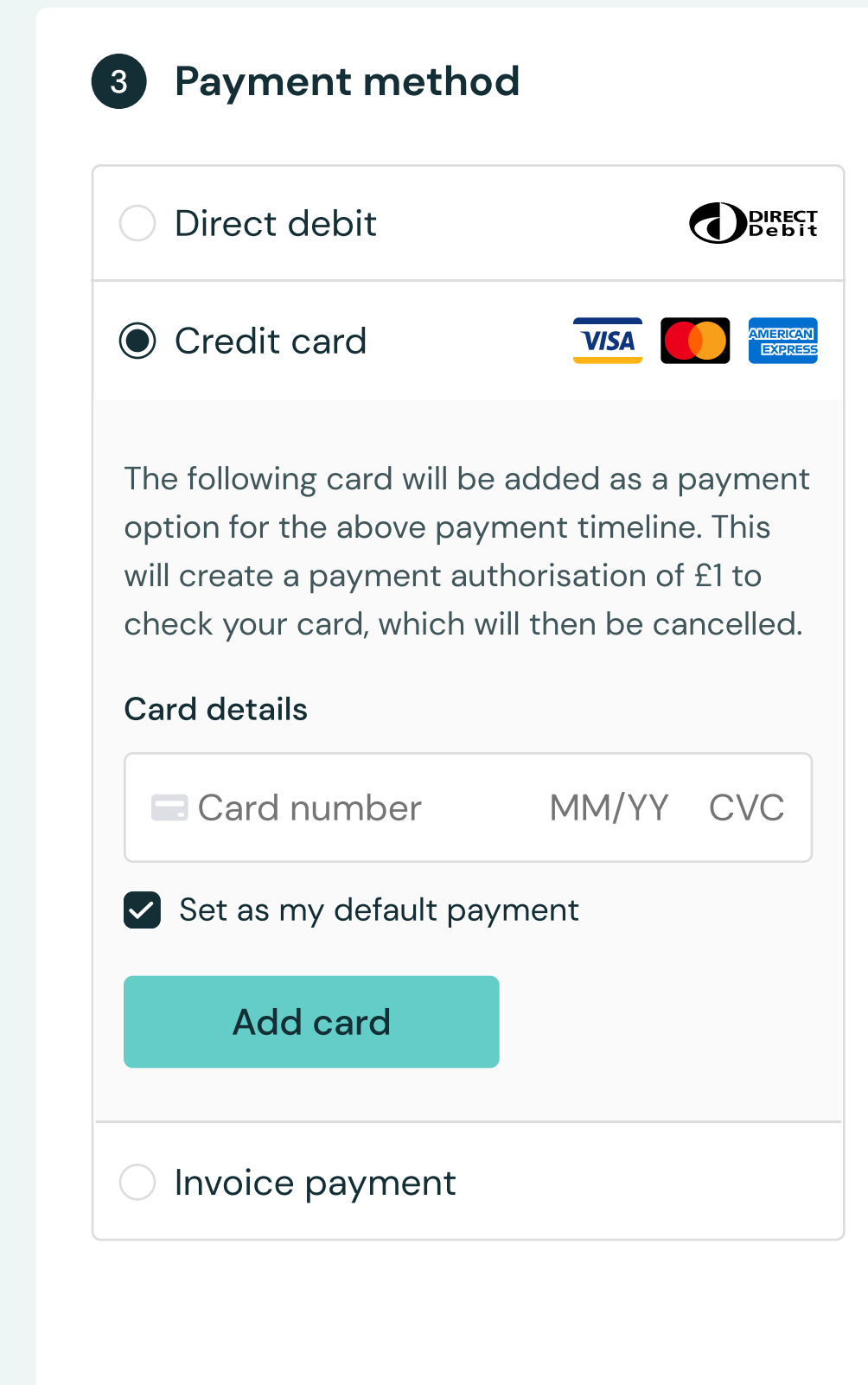
Customers shop as normal on your site and add items to their basket. In the background, Hokodo's APIs run soft credit checks to check the buyer's credit score and fraud risk.

Step 2



At checkout, the customer sees the payment terms they are eligible for.

Step 3



Customer enters a few details to set up their deferred payment. They can choose to pay by Credit Card or Direct Debit.

Benefits for your customers

A smarter way to pay for business purchases

Improved cash-flow



Better cash-flow management with the possibility to pay at 30/60/90 day credit limits. Always interest free.

Enhanced shopping experience



B2C-like shopping experience and the ability to pay on credit terms at checkout – even on first purchase.

Investment in business growth



Greater confidence for your customers to invest in the future growth of their businesses.

4 important steps

This marketing guide contains all you need to launch and promote your new, flexible Hokodo payment terms to your existing and potential business customers.

Following the steps and examples from some of Hokodo's customers will help you make the most out of your integration.



1. Promoting Hokodo at launch



2. "Always On" messaging



3. Marketing checklist



4. Tips & advice

1. Promoting your new Hokodo payment option at launch

To announce the launch of the new payment options available to your customers, we suggest a combination of the following:

- **Emails** to announce the launch, explain how Hokodo works and the benefits customers can expect
- **Social media posts** to promote the new payment option
- **Banners** that appear on the website, familiarising customers with Hokodo

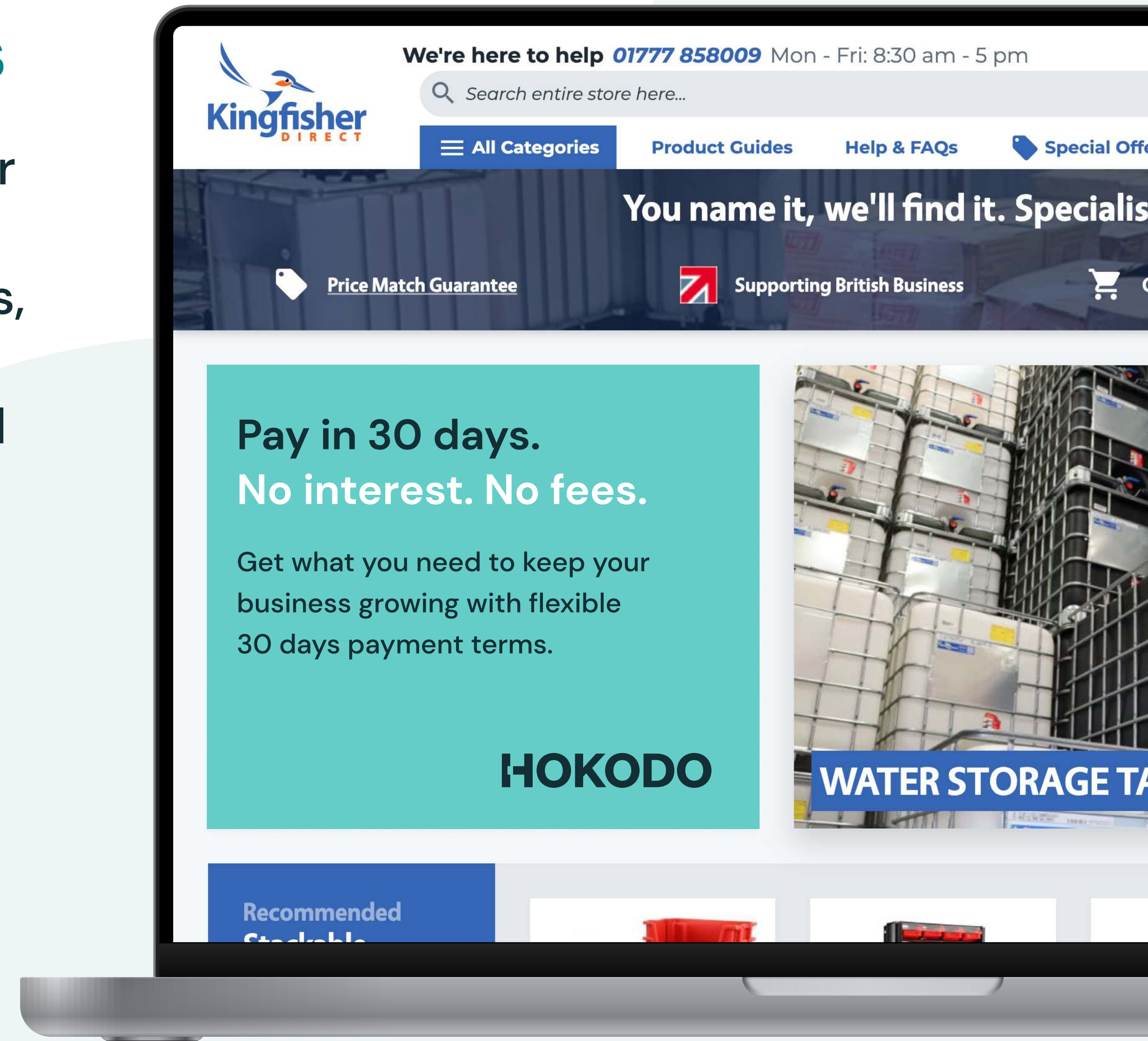
These awareness activities will in turn help you increase basket sizes, checkout conversions and customer loyalty.

Homepage Banners & Pop-Ups

Business customers who see promotions for your new Hokodo Buy Now, Pay Later options at the start of their journey will have higher order values, and return to the shop more often. You can access our pre-made responsive banners to add to your site in our [documentation centre](#).

Consider adding:

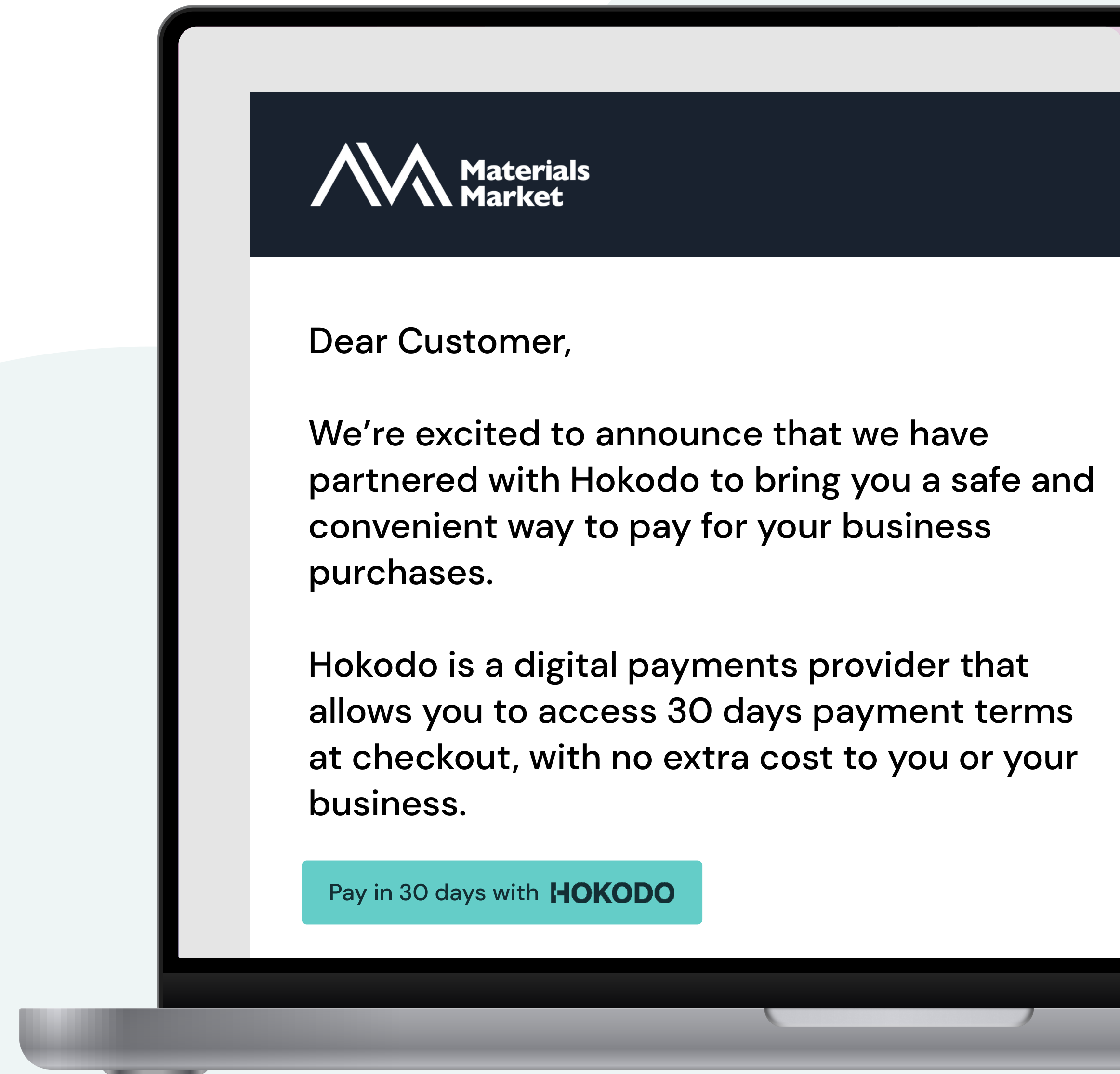
- A top strip at the top of your website promoting Hokodo.
- A hero banner to your homepage at launch announcing the new finance options.
- A pop-up lightbox (upon visit/ exit intent) to give more detail on how Hokodo works.



Launch Email

Ensure all your business customers are aware of the new Hokodo payment options available to them by delivering the news straight to their inbox. You can also use this as an opportunity to drive them back to your site with “Learn More” or “Shop Now” CTAs.

You can also create a launch series to drive even more awareness and ensure they are well informed of how to use Hokodo and the benefits to expect. You can find our email launch series in our [documentation centre](#).

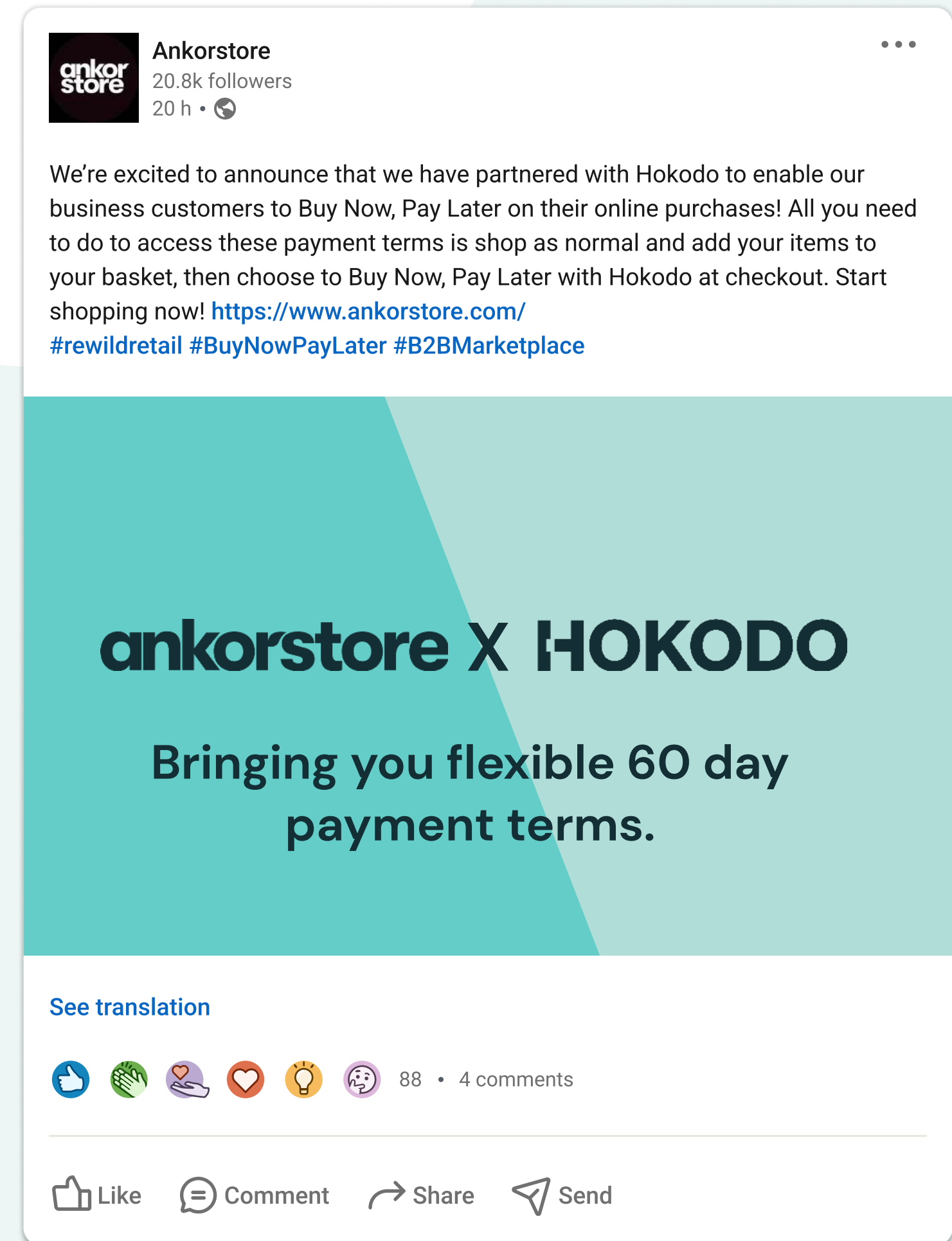


Social Media Announcements

Leverage your current social media presence to raise awareness about your new payment terms and familiarise your customers with Hokodo.

You can also take this opportunity to direct customers to your site with a link or CTA, which could take them through to product pages or to a landing page which gives them more information on Hokodo and Buy Now, Pay Later.

Get in touch to create a bespoke [explainer video](#) which will help to highlight the benefits of Hokodo, and can also be used in email campaigns.



Press Release Announcements

Generating some press, within the right publications, announcing your new payment options is a great way to increase awareness and drive traffic to your platform.

A Press Release Template can be found [here](#). Content within [square brackets] is to be edited by the merchant or marketplace as required.

The team at Hokodo can:

- Work with you to help prepare the press release
- Collaborate on creating a successful media outreach and distribution plan



2. “Always On” messaging

Keep your Buy Now, Pay Later credit options at the front of your customer’s minds with “always on” messaging.

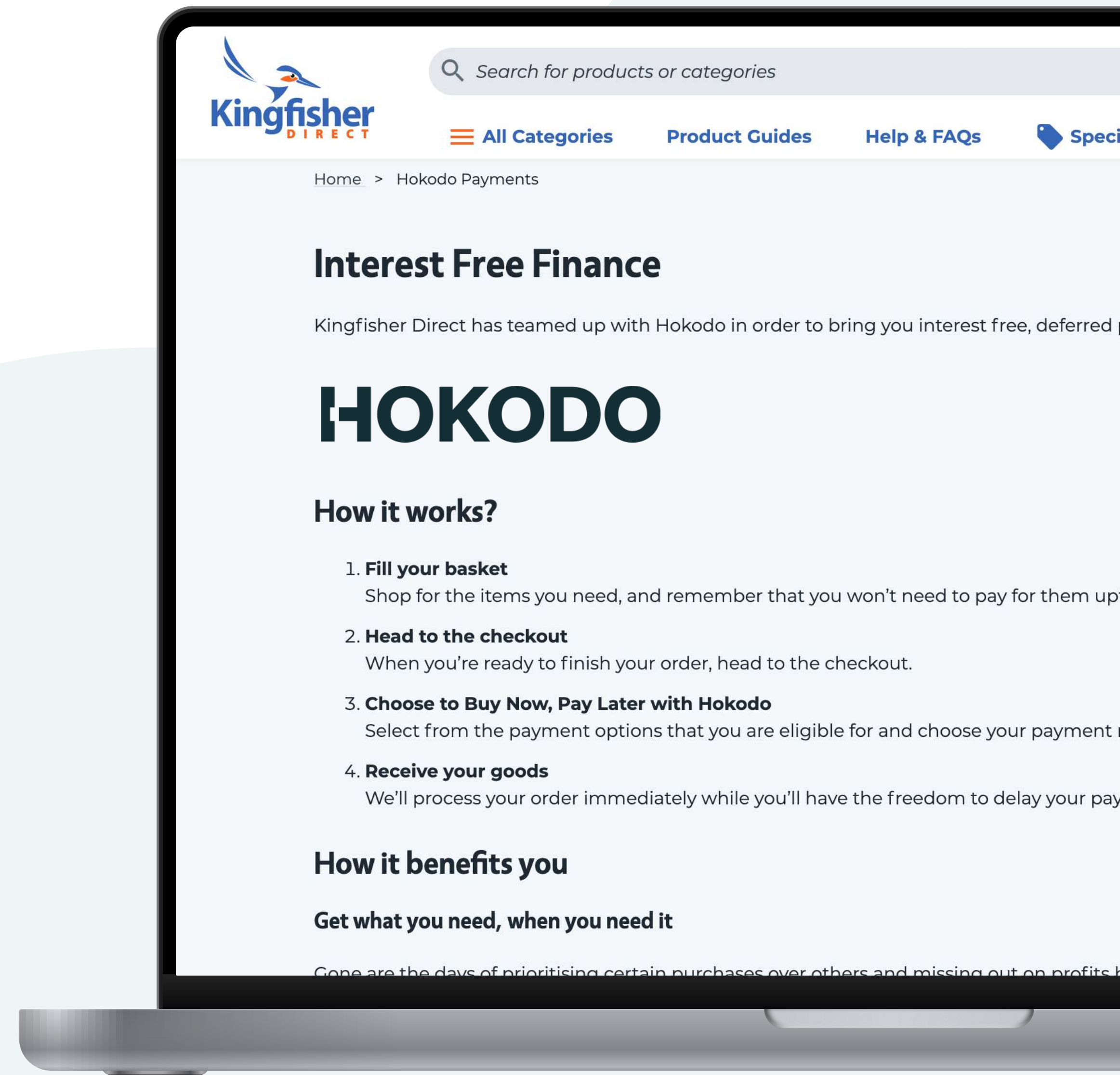
Continuously seeing that flexible Pay Later options are available will influence your business customers’ purchasing habits and decisions, leading to higher conversions and order values.

Landing Page & FAQs

Provide your business customers with everything they need to know about the Hokodo payment options available to them, by hosting a dedicated landing page on your site.

To create your own Hokodo landing page & FAQs, all you need to do is copy and paste the text in our [documentation centre](#).

Be sure to include the FAQs on the landing page, along with an overview of how to access the payment options and who to contact with any questions.



“Always On” Banners

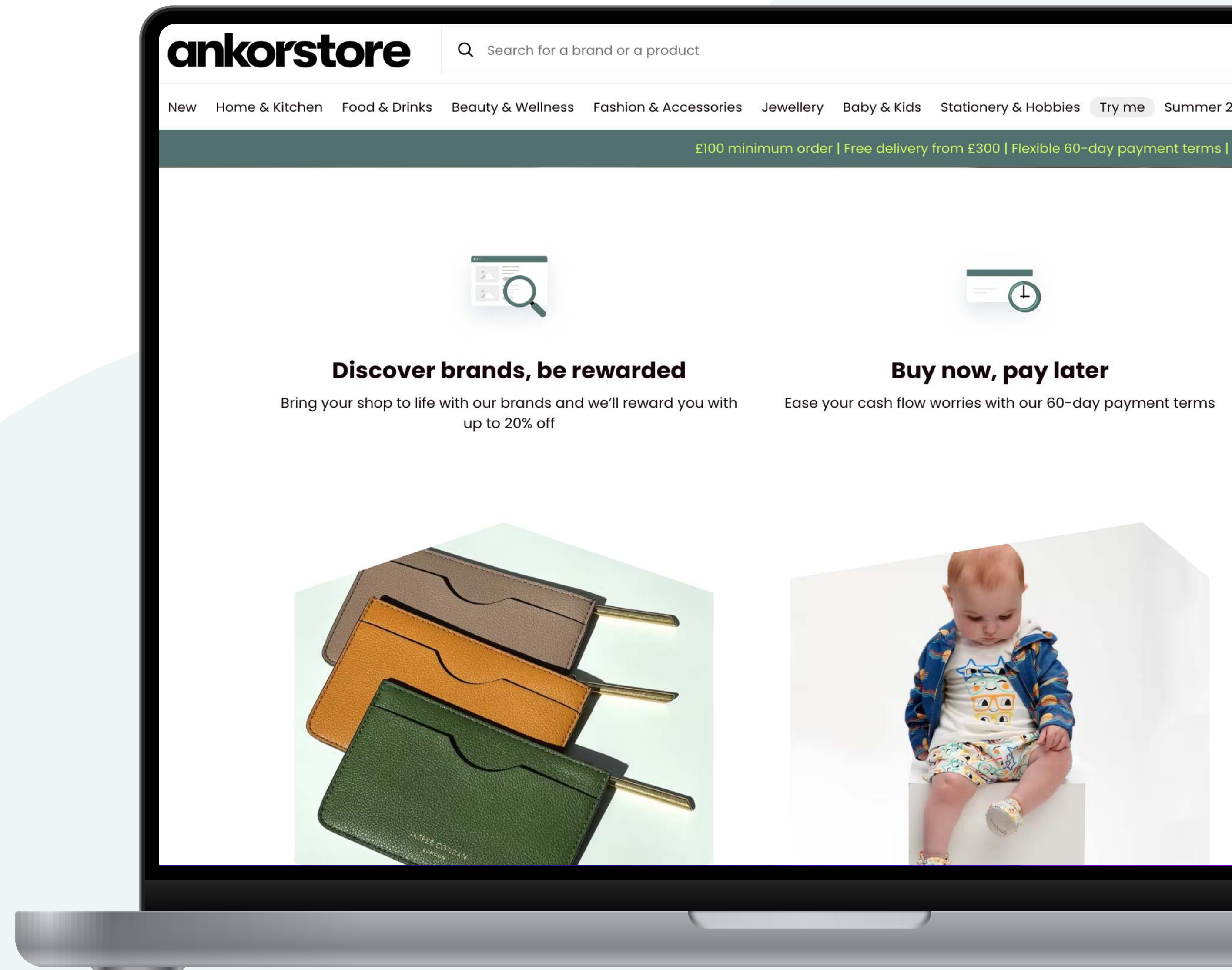
Customers usually decide how they will be paying for their items before entering the checkout stage.

In this example Ankorstore have mentioned **60 day payment terms** in the green top strip, and **Buy Now, Pay Later** in the banner below.

Displaying the payment options early and consistently helps to increase take-up rate.

Don't forget to:

- Add banners to your homepage, category pages and product pages.
- Include CTAs to encourage your customers to “Shop Now” or “Find Out More”.

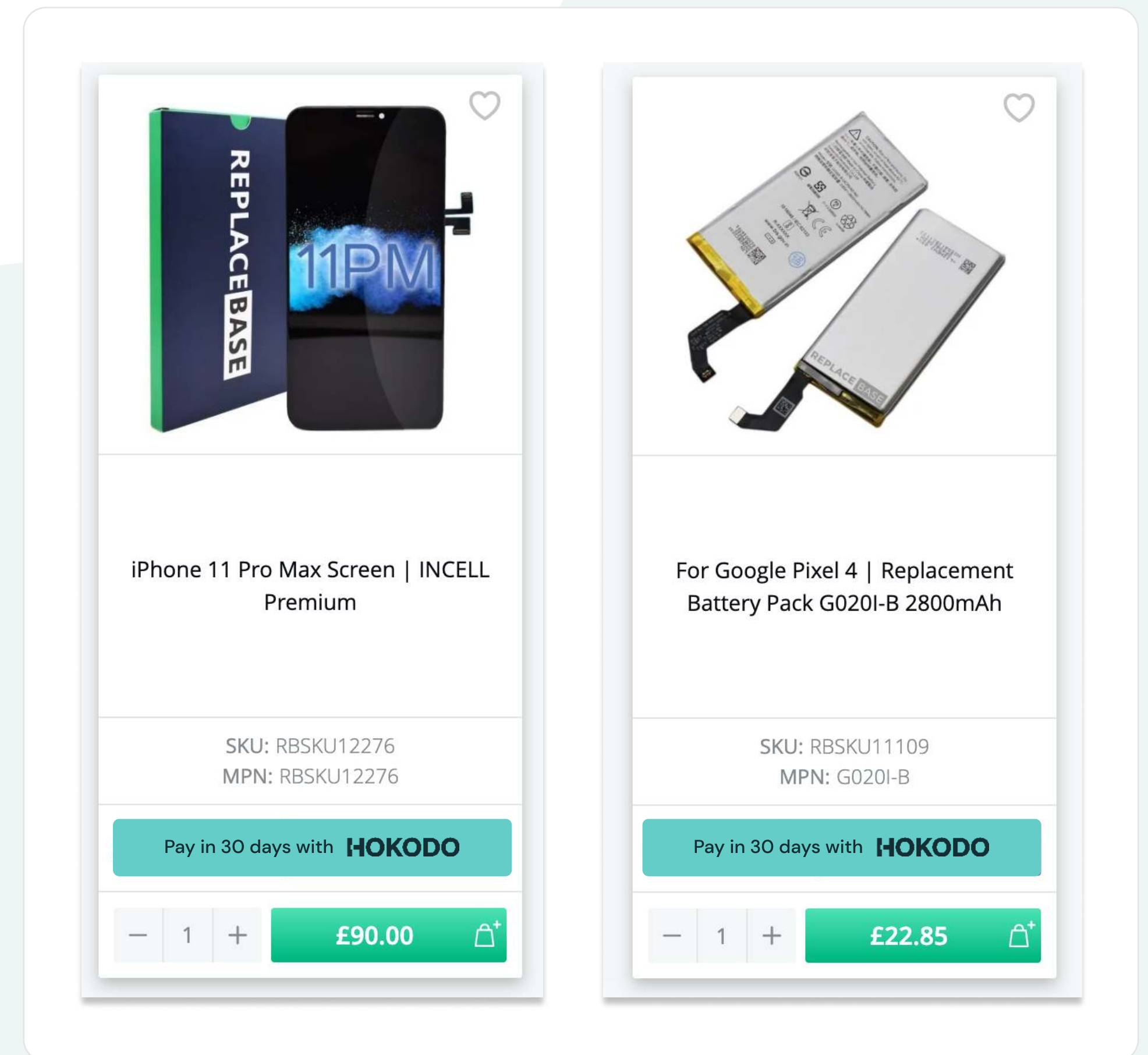


Product and Checkout Badges

Add Hokodo badges to product pages and checkout pages to remind business customers of the new flexible payment terms available to them. Displaying these prominently will help to drive conversions.

Be sure to:

- Add Hokodo badges to product pages.
- Present Hokodo alongside other payment options at checkout to ensure your customers are aware of the new payment options available to them.
- You can access our pre-made badges [here](#).



Default payment method & tooltip

Making Hokodo the default payment method at checkout makes it more convenient to Buy Now, Pay Later and makes it more likely your customers will complete their purchase. Highlighting the benefits of Hokodo, e.g. **"No interest. No fees."** will also reassure them and nudge them into choosing Hokodo.

Adding a tooltip, as shown in the bottom image, is another easy way to give more information and reassurance to customers. You can also use the **"Learn More"** CTA to direct customers to a Hokodo FAQs page on your website.

Payment Methods

Credit / Debit Card

HOKODO Pay in 60 Days. No interest. No fees. [Learn more](#)

Company Type

Registered Company Sole Trader

Payment Methods

Hokodo is a trusted partner that helps you to manage your cash flow with 60 days payment terms at no additional cost. Hokodo runs soft credit checks that do not affect your credit rating nor the credit rating of your business. Hokodo will contact you before payment is due to arrange payment.

HOKODO Pay in 60 Days. No interest. No fees. [Learn more](#)

Company Type

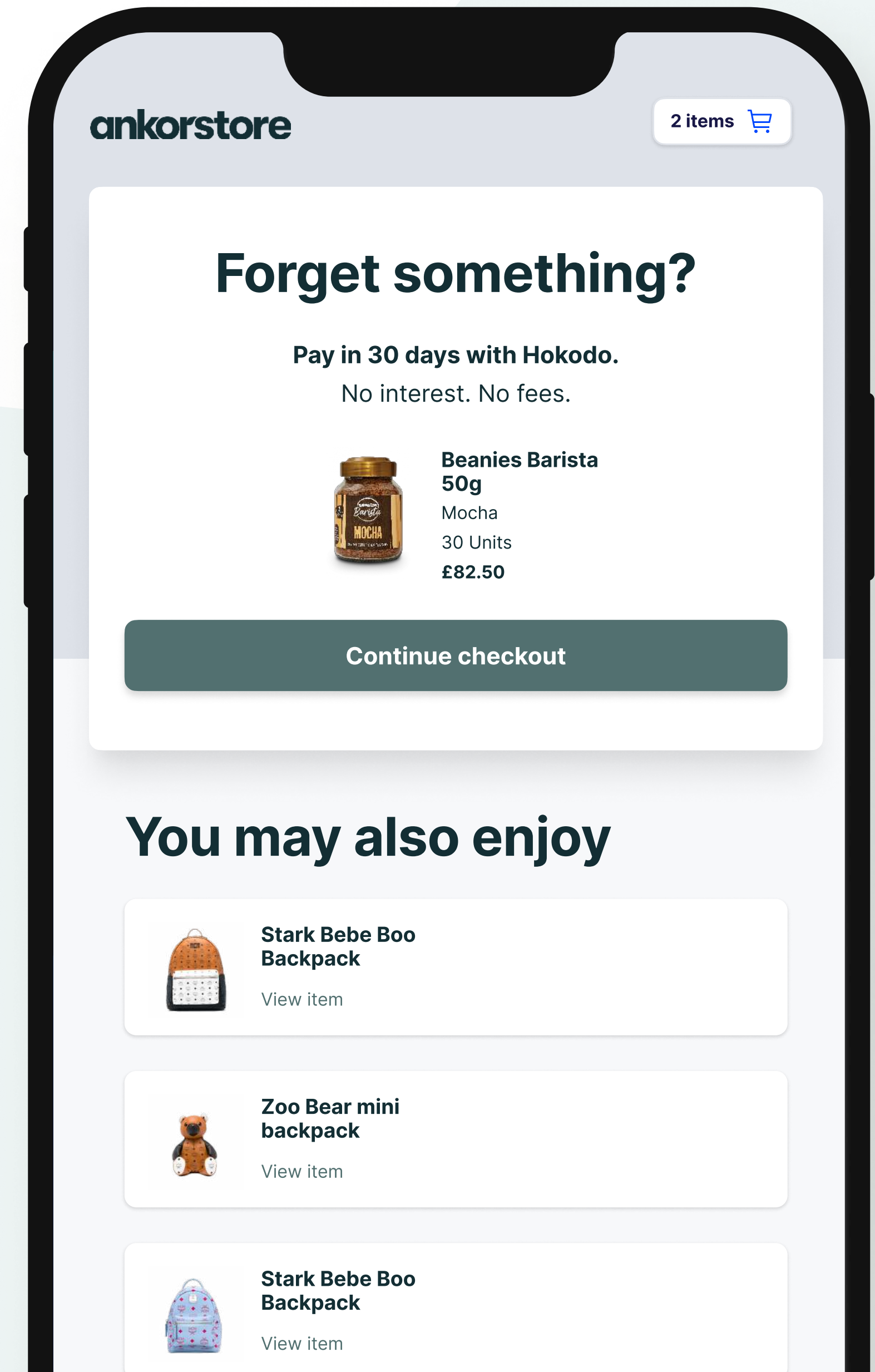
Registered Company Sole Trader

Abandoned Cart Emails

Sending abandoned cart emails and reminding your business customers that they can make their purchase now, and pay on the terms that suit their business, is a great way to encourage your customers to return to your site to “Buy Now”.

Be sure to:

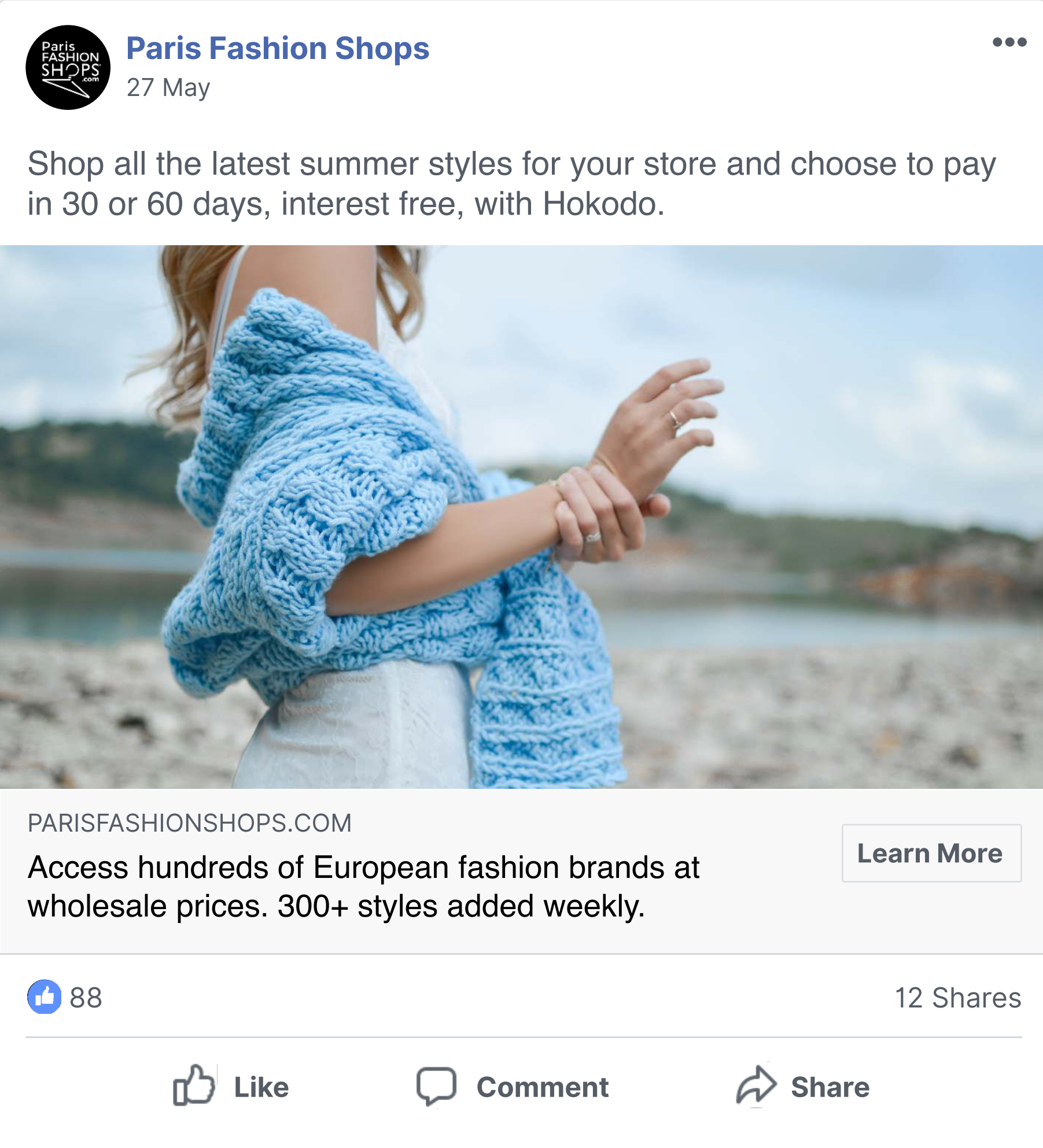
- Encourage Account Managers to contact business customers that have abandoned their carts and encourage them to use Buy Now, Pay Later.
- Consider incentivising customers that return to their baskets.
- Include Hokodo’s Buy Now, Pay Later to other regular emails – e.g order confirmation and newsletters.



Social Media & Advertising

Use social media not only as a way to promote your offers and products, but also to continuously remind current and potential customers of the payment methods you offer at checkout.


Advertising is another way to make potential business customers aware that you are offering interest-free payment terms. Please get in touch for approved text and payment terms descriptions, as well as advice on appropriate channels.



A screenshot of a Facebook post from the page "Paris Fashion Shops". The post is dated "27 May" and features a photograph of a woman from the back, wearing a light blue, chunky-knit cardigan over a white top, standing on a beach with a body of water and hills in the background. The text of the post reads: "Shop all the latest summer styles for your store and choose to pay in 30 or 60 days, interest free, with Hokodo." Below the image, the website "PARISFASHIONSHOPS.COM" is listed, followed by the text "Access hundreds of European fashion brands at wholesale prices. 300+ styles added weekly." and a "Learn More" button. The post has 88 likes and 12 shares. At the bottom, there are icons and labels for "Like", "Comment", and "Share".

Paris Fashion Shops
27 May

Shop all the latest summer styles for your store and choose to pay in 30 or 60 days, interest free, with Hokodo.



PARISFASHIONSHOPS.COM
Access hundreds of European fashion brands at wholesale prices. 300+ styles added weekly. [Learn More](#)

88 12 Shares

Like Comment Share

3. Marketing Checklist

Make sure you've got everything covered with this checklist.

There are many more opportunities, outside those discussed earlier in this document, for you to promote your new payment terms to your business customers. Use this checklist to see how you can take advantage of your other channels.

Marketing Checklist

Do you mention **Buy Now, Pay Later** payment terms at every point in the customer journey?

- Homepage
- Product pages
- Checkout
- On the phone

Do you mention **Buy Now, Pay Later** across all of your channels?

- Email & other comms
- Online
- Adverts
- On the phone

Have you done all you can to ensure that customers can find information about **Buy Now, Pay Later**?

- Landing Page
- FAQs
- Information & tooltips at checkout
- Do your sales team know to offer BNPL and answer any related questions?

Pre-Launch Training

To make the most of Hokodo's payment options, make sure all of your staff are aware of the basic features of the new payment methods – and more importantly – of the benefits that are unlocked for your business customers.

We'll be delighted to provide a training session or a webinar for your teams to make sure everyone is comfortable. Let the questions flow!

Don't forget to:

- Train your sales staff and any customer facing staff about the new payment options.
- Save basic scripts and FAQs that your team can refer to at all times.



4. Top Tips

1

Keep it simple

Discussing finance can sometimes seem complicated and might confuse your customers. Use clear messaging when talking about Hokodo's payment terms – don't overcomplicate things.

2

"Always On" messaging

Don't leave all your messaging to the checkout. Making your business customers aware that you offer payment terms in the form of banners, pop-ups and product badges will impact on their purchasing decisions.

3

Highlight the benefits

Taking advantage of payment terms is usually a cumbersome process requiring trade references and lengthy application forms which can take days for approval. Highlight how easy it is to benefit from Hokodo's payment option, and the fact there are never any hidden fees or costs.

4

Be consistent

Don't just focus your marketing activity around the launch of Hokodo. In order to maximise impact and attract new business customers, make sure you run continuous campaigns and initiatives to highlight the benefits of Buy Now, Pay Later and promote Hokodo as a payment option.



Anything not covered in this document? Please get in touch with the Hokodo marketing team.



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