

HOKODO

Please use the text below as a template for your email launch campaign.

Email 1: Pre-Launch teaser email

- The purpose of the email is to make your buyers aware that something new is coming, without giving too much information away.
- This would be sent c. 2 weeks before the launch.

Subject line: Exciting news coming soon!

Hi <customer first name>,

We've got some exciting news coming up at [Company X](#)! We're always looking for ways to improve our customers' experience, so we've been working on providing a new payment option which will make ordering from us online even more convenient and help improve your cash flow.

We think you're really going to love this update, so keep an eye out for another email in the next couple of weeks!

Sign off

Email 2: Announcement Email

- The Purpose of this email is to officially announce the partnership, educate your customers about Hokodo and drive traffic to the website.

Subject line: Introducing Hokodo – our new payments partner

Header: Please get in touch to arrange your co-branded header (see below)

[Your Logo] X **HOKODO** Pay in 30 days at checkout. No interest. No fees.

Hi <customer first name>,

We're excited to announce that we have partnered with Hokodo to bring you a safe and convenient way to pay for your business purchases.

Hokodo is a digital payments provider that allows businesses like yours to access **30/60 (choose appropriate) days payment terms at checkout, with no extra cost** to you or your business.

Accessing Hokodo's payment terms couldn't be easier, all you have to do is add the items you need to your basket, then choose to "Pay Later" with Hokodo at checkout and select your preferred terms (always interest free). You can choose to pay by your normal payment method, for example Direct Debit or credit card.

Choosing to pay with Hokodo brings you four key benefits:

Quick and easy to use: You can access payment terms instantly, and get what you need for your business in just a few clicks.

Manage your cash flow: Cash flow constraints can cause operational problems and hold back your businesses' growth. Delaying payment can help you to get what you need, when you need it, and focus on growing your business.

No impact on your credit score: Hokodo runs soft credit checks that do not affect your credit rating nor the credit rating of your business.

No hidden fees: When you choose to delay your payment with Hokodo, there are no hidden fees or extra costs. You'll get a tailored credit limit and payment plan based on your business type and financial history.

If you want to find out more about Hokodo and the services they provide [please click here](#). *(This is a link for a buyer-facing landing page on the Hokodo website. If you have a Hokodo landing page/FAQs on your website, we encourage you to link to this instead. Alternative assets include our [explainer video](#) and our [buyer one-pager PDF](#).)*

CTA: Shop now with Hokodo

Email 3: FAQs about Hokodo

- The purpose of this email is to give some more specific information about what Hokodo does, the benefits they can expect and how Hokodo will interact with them.
- This email should be sent c. 2 weeks after the official launch.

Subject line: Learn more about Hokodo – our new payments partner

Hi <customer first name>,

You might have seen lately that we have partnered with Hokodo to offer you an interest-free Buy Now, Pay Later solution at checkout.

Are you curious to know more about how Hokodo works? Here are four key questions and answers that might help:

1. How does Hokodo determine if I am eligible for payment terms?

A: Hokodo's technology performs real-time credit checks on your business based on your company name and registered address. If you are approved, then you will be eligible for 30/60 days payment terms [whichever terms are offered as part of the partnership] and have the option to choose Hokodo as a payment option at checkout.

2. Will Hokodo's credit and fraud checks impact my credit score?

A: Hokodo performs 'soft checks' which means that they do not impact your credit score.

3. Can I place multiple orders using Hokodo?

A: Yes. Hokodo's credit team will determine a credit limit for you based on your information, meaning you can place multiple orders using "Pay Later" up to the value of your credit limit.

4. How do I pay for my order?

A: You will receive a confirmation email from Hokodo immediately after the order has been placed outlining when payment is due. You will also be sent a reminder email 3 days before this date. Once payment is due, you will be sent a link to complete the payment process.

We hope these questions helped, but if you need any more information then head over to the dedicated Hokodo page on our website now. <Insert link to Hokodo Landing page>

CTA: Shop now with Hokodo

Email 4: Buyer testimonial

- The purpose of this email is to increase trust in Hokodo by showing positive reviews from other businesses like theirs.
- This might come a bit later after the partnership has developed and customers have taken-up our payment option. It could be done on an ongoing basis - e.g., in newsletters that are sent out.

Subject line: Hear what our customers say about Hokodo

Hi <contact first name>,

Since partnering with Hokodo, many of our business customers have enjoyed instant payment terms at checkout. This has allowed them to improve their cash flow and order the supplies they rely on, whilst paying on flexible terms that suit them, interest-free.

One of our long-time customers, [Customer Name from Company Name](#), has started using Hokodo and had this to say about her experience so far:

"Hokodo is so easy to use, and has given me greater flexibility when ordering for my business. All I need to do is shop as normal, then choose Hokodo at checkout and my order is complete straight away."

"Paying for my order is also very straightforward. Hokodo are very communicative and send a confirmation email once I've completed my order, as well as payment reminders. After a few transactions I quickly established trust with Hokodo."

Ready to start buying for your business with Hokodo?

CTA: Shop now with Hokodo