



credova

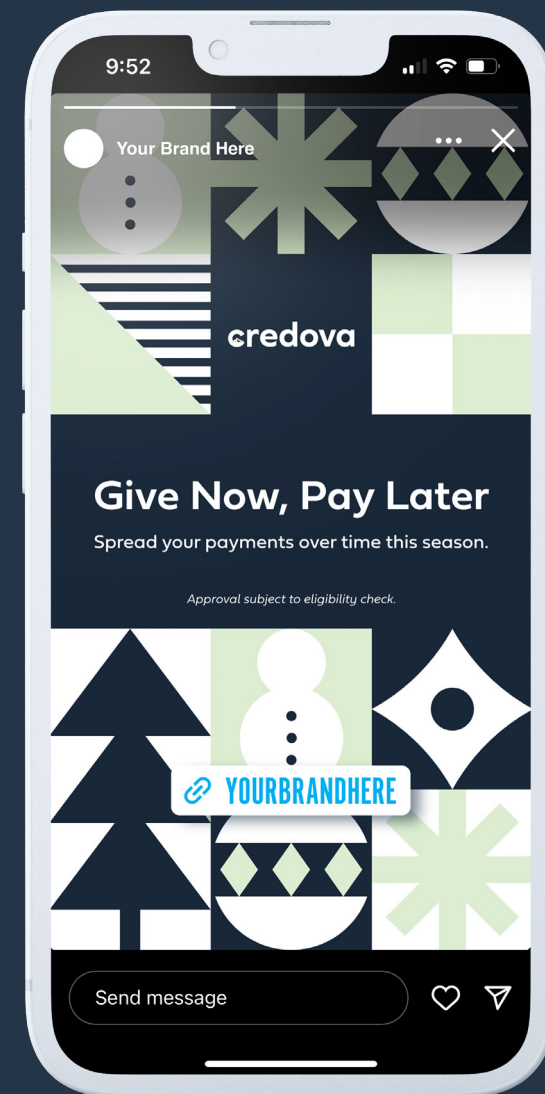
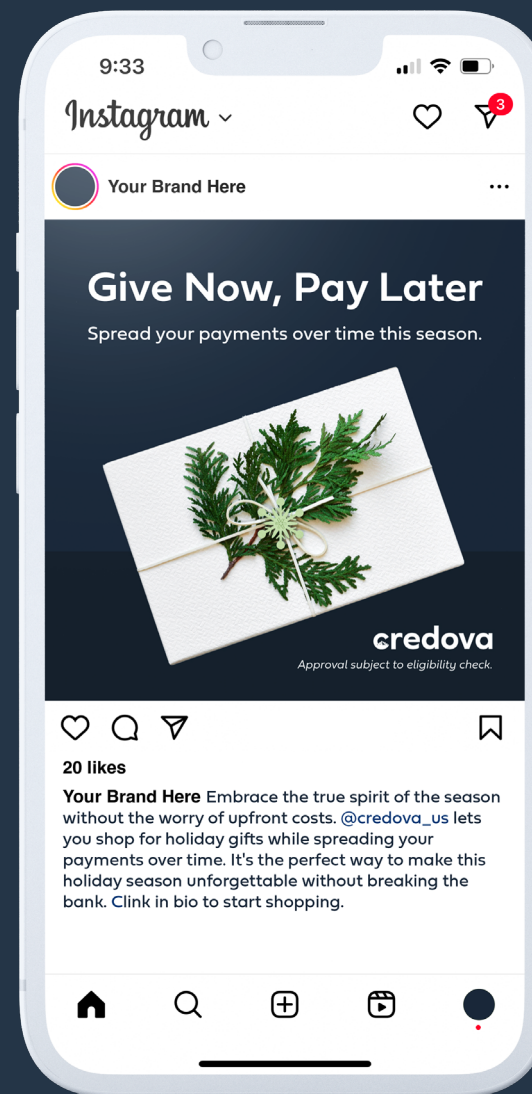
Holiday Marketing Guide

Overview

Celebrate the holiday season with Credova's special Holiday Marketing Campaign. As the festivities draw near, we're excited to introduce a trio of strategies designed to make your customers' shopping experience smarter and stress-free. Our campaign features engaging social media content, informative email templates, and eye-catching website banners. Additionally, we're providing helpful copy guides to support your business in increasing sales this season.

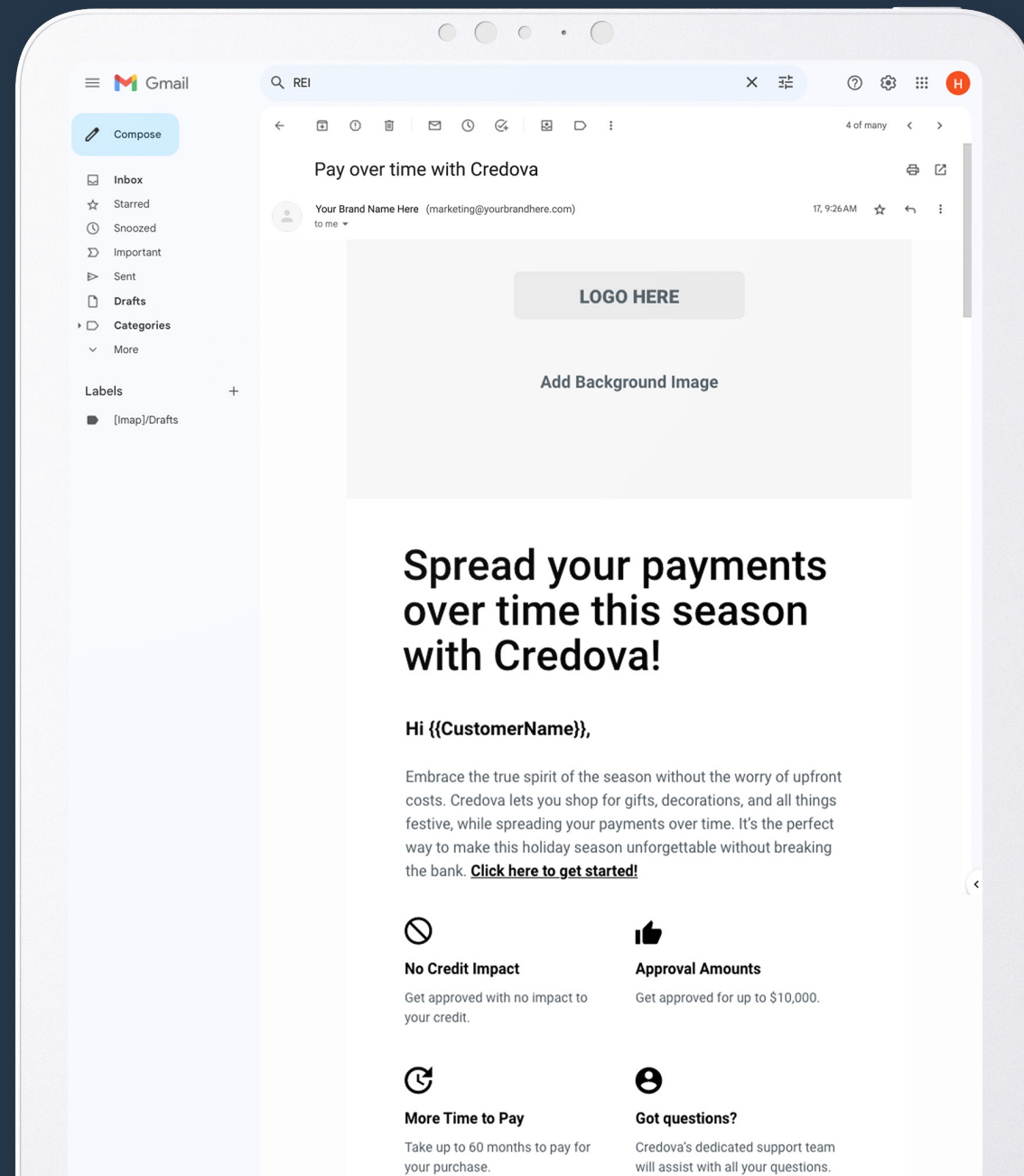
Social Media

Promoting Credova's BNPL option through social media posts and stories during the holidays presents a unique opportunity for you to tap into increased purchasing power, attract new customers, and drive sales while building loyalty and positive brand perception. This approach not only benefits customers but also positions your business as a forward-thinking and customer-centric brand during the festive season.



Email Template

The holiday season often comes with added financial stress. Promoting Credova's BNPL service in an email allows you to connect with budget-conscious shoppers who want to enjoy the festivities without overspending, providing them with a solution that aligns with their needs. It also provides space to educate your customers about the benefits and ease of using the BNPL option. Addressing any potential concerns or questions directly can alleviate any hesitation they might have.



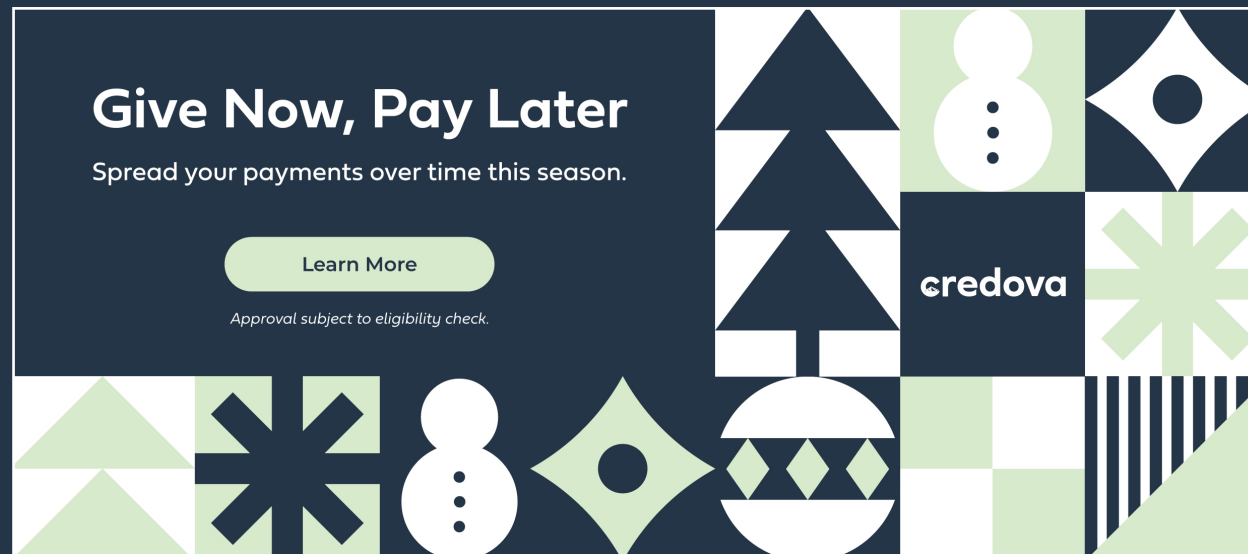
Website Banners

Customers are more likely to make a purchase when they have options that suit their preferences. Featuring Credova's banners prominently can lead to higher conversion rates, as customers feel more confident knowing they can pay in manageable installments, ultimately driving increased sales for your business.

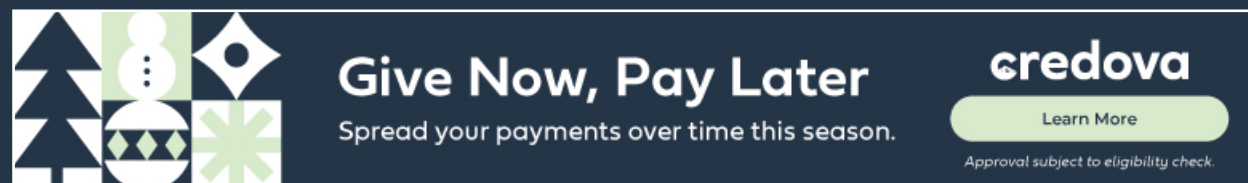
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Thank you!

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