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| **Real Life Marketing Tools**  Create an alternative  lending landing page 2018 |

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| A simple tool to help you  create an effective alternative  lending landing page –––– | | |
| How to design  your page | You want to construct your page in segments. In a world where many people will find your page on mobile phones the design used to present information needs to work for them, or you’ll lose their attention. Simple ‘bite’ sized pieces of one idea at a time is what you are aiming for. | |
| Here is an example of  how to think about things:  **Module 2**  Make it about them,  not you. You, not we |  | **Module 1** Put your primary statement of value and your call to action right upfront – above the fold which is the point at which to see more a person will need to actively scroll down. If you use an image make sure it adds to the idea.  **Module 3**  Talk to the customer about how exactly you can help. Stating the key pieces of information that they will be looking for.  **Module 4**  Highlight the key benefits and proof points. Use visuals to illustrate the idea. |
| Where to  source images and icons. | There are a number of good quality websites that offer free materials under the creative commons license – which means attribution is required.  Attribution means that you must give appropriate credit, provide a link to the license, and indicate if changes have been made. You can make changes in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.  **Images Icons**  <http://www.pixabay.com> <http://www.iconfinder.com/free_icons>  <http://www.unsplash.com> <http://www.icon8.com> | |

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| Alternative lending content –––– | |
| Module 1:  Your banner  Example design | Help with home loans when the bank has said no Don’t stay stressed – call us now on: **Phone number here.**  When you need alternative lending solutions call us: **Phone number here.** |
| Banner headline  copy options |
| Module 2:  Introductory  copy design | Are you having difficulty buying a property or refinancing your home loan because the banks refuse to help you? Good news.  You’re not alone, and there are good alternatives. In fact did you know 1 in 5 loan applicants now require an alternative home loan solution. If you’ve been finding the banks won’t consider your application for finance – it doesn’t mean you’re out of options. Let’s talk now. **Phone number here.** |
| Banner  introductory  copy |

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| Module 3:  How we can  help design |  |
| How we can  help copy | **Common situations we can help with:**  **When you don’t tick the boxes**  • Didn’t meet LMI requirements  • Didn’t pass credit scoring  • Have been declined before  • New Australian permanent residents  **When you need a flexible solution**  • Multiple debts to consolidate  • Need to pay out business debt  • Need to pay out tax debt  • Need cash out for business reasons  **When you have problems in your credit history**  • You’ve been discharged from bankruptcy  • You have late payments or mortgage arrears  • You have defaults or judgements  • You have Part IX & X debt agreements  **When you can’t provide traditional documentation**  • You’ve been self-employed for less than 12 months  • You are ABN registered for only 6 months  • Your income is casual or part time employment  • You receive income in the form of family payments or child support |
| Module 4:  Reassurance,  call to action  design |  |
| Reassurance,  call to action  copy | Talk to us today about how we can help.  We work with high quality alternative lenders you can trust.  **Call us now on: Phone number here.** |

