

Email guidance & templates

We recommend sending emails to communicate our partnership and offer. These emails may include - communication about the offer, cases from shared customers, seasonal inspiration. Purpose is to gain both new customer and to get recurring customers.

Frequency

We've seen the best results when sending recurring emails, preferably 2 emails/month but no less than 1 email/month.

Timing

- During work hours preferably Tuesday-Thursday.
- Introduction to the partnership can be sent as soon as you're live.

General tips & tricks

- Varying the content is important to create an interest and engage the audience. We recommend using informational content (information about the partnership and product) educational content (seasonal inspiration, eg. prepare your company for the holidays) and purchase driven content (USPs)
- Set up tests to see what works best for you. Maybe you notice higher engagement certain times or some specific content that works better than other.

Email suggestions & templates

Email - Newsletter

Headline: Introducing a new way to grow your business!

Body text:

Running a business takes ambition, effort, and resources. That's why we're introducing the [Partner] Business loan – a faster and smarter way to access the financing your business needs to grow.

Here's how it works:

Loan amounts from X€ to Y€ – Choose how much you need and for how long you want to repay. With [Partner] Business loan, you borrow at a fixed price with no hidden fees and up to 24 months repayment.

Apply in minutes – The digital application allows you to focus on running your business. Get started in just a few clicks directly in the [Partner] App/Portal.

Fast payouts – Money in your account within 24h from an approved application. Ensuring that you get access to the financing when you need it.

Whether you're planning to expand, managing cashflow or want to seize new opportunities, [Partner] Business loan is designed to help you succeed.

See how much you can borrow in the [Partner] App/Portal

Email – Product introduction

Headline: Your trusted financing partner

Body text:

Hi Firstname,

We're excited to announce our to bring you fast and flexible business financing solutions.

With [service name], you can:

- Borrow up to [amount]€
- Apply in minutes
- Receive funds in your account within 24 hours

Whether you're looking to grow, manage expenses, or seize new opportunities, [service name] makes it easy.

Email – information about the service:

Headline: Financing directly through [service name]

Body text:

Hi Firstname

It's easier than ever to get access to financing directly through [service name]

The application only takes a couple of minutes, you'll receive an answer the same day and have the money in your account within 24 hours. The loan is then repaid automatically via weekly withdrawals from your account.

Email – push investments:

Headline: Grow with [service name]

Body text:

Hi Firstname

Do you want to improve liquidity, replenish inventory, or finance an investment? With [service name], it's easier than ever to grow your business.

Apply for a business loan of up to [amount]€. You'll have the funds in your account within 24 hours, and the loan is automatically repaid from your account.

Email – Available credit:

Headline: Financing when you need it

Body text:

Hi Firstname

[Service name] makes financing both smoother and more accessible. You can borrow up to [amount]€ and have the funds in your account within 24 hours.

Your available loan amount is based on your business's turnover and if you choose to use it, the loan is automatically repaid from your account.

Email – Seasonal opportunities

Headline: Make the most of seasonal opportunities

Body text:

Hi Firstname,

Seasonal opportunities don't wait, and neither should you. With [service name], you can quickly access financing to stock up on inventory, hire seasonal staff, or boost your marketing efforts.

Apply for a loan of up to [amount]€ in just a few minutes and have the funds in your account within 24 hours. Repayments are automated, making it hassle-free for you to focus on growing your business.

Email – Limited-time offer

Headline: Special financing offer for [Partner/Customer Name] customers

Body text:

Hi Firstname,

For a limited time, customers of [Partner/Customer Name] can access exclusive terms on business loans through [service name].

Apply today and enjoy:

- Loans of up to [amount]€
- Approval within the same day
- Money in your account within 24 hours

Don't miss this opportunity to fuel your business growth with flexible financing.

Email – Customer success story

Headline: See how [business name] grew with [service name]

Body text:

Hi Firstname,

[Business name], a [business type/industry], used [service name] to secure financing and expand their operations. Within 24 hours, they had the funds needed to [describe purpose, e.g., open a new location, restock inventory].

With flexible repayment options tailored to their cash flow, they could focus on growing their business.

Want to see how [service name] can help your business too? Apply now and get started today.

Email – Urgency/personalized reminder

Headline: Don't miss your chance for easy financing

Body text:

Hi Firstname,

We noticed you haven't yet taken advantage of [service name] to secure financing for your business. Why wait?

With loans of up to [amount]€, you can:

- Improve cash flow
- Invest in growth
- Handle unexpected expenses

Apply today and get funds in your account within 24 hours. The process is quick, and repayments are automated for your convenience.

Email – Benefits-focused

Headline: Simplify financing with [service name]

Body text:

Hi Firstname,

Financing your business shouldn't be complicated. That's why we've partnered with [service name] to offer you:

- Fast approvals
- Funds in your account within 24 hours
- Automatic repayments linked to your turnover

Apply today and see how easy business financing can be.