

Social media guidance & templates

Organic and sponsored posts

Both organic and sponsored posts are essential for generating interest, building thought leadership, and increasing applications. Through paid social, you can target specific audiences and drive engagement effectively. Social media offers a unique platform to educate your audience about your product—highlighting how it works, its key benefits, and success stories that inspire action.

By leveraging social media, you can:

- Amplify brand awareness.
- Engage a wide and diverse audience.
- Build customer trust and loyalty.
- Drive customer acquisition through targeted, impactful content.

Post frequency

Post as often as possible while maintaining quality and relevance. Ensure each post adds value, encourages engagement, and resonates with your audience.

Tips and best practices for social media

1. **Educate through storytelling:** Share real-world success stories from customers and partners to showcase the tangible benefits of your product. These examples inspire others to see the potential for their own businesses.
2. **Highlight key product features:** Break down your product's most valuable features and explain how they work. This makes it easier for potential customers to understand and connect with your offering.
3. **Leverage major announcements:** Use social media to share press releases about new partnerships and launches. These posts generate buzz and position your brand as innovative and forward-thinking.
4. **Provide valuable insights:** Share inspirational or informative blog posts to educate your audience and establish your expertise.
5. **Use paid social for amplification:** Promote press releases, customer success stories, and partner testimonials through targeted paid campaigns to reach a larger, more specific audience.

Content suggestions

- **Customer and partner cases:** Share impactful stories of businesses that benefited from [Partner] Business loan.
- **Press releases:** Highlight significant announcements such as product launches or new partnerships.
- **Video content:** Use engaging videos to explain your product features or share customer testimonials.
- **Interactive posts:** Encourage engagement through quizzes or polls related to your product's benefits.

By combining organic and paid strategies, your social media campaigns can drive both awareness and action, ultimately boosting applications and strengthening customer relationships.

Social media post suggestions & templates

Introducing [Partner] Business loans!

Running a business is all about seizing opportunities and now, we've made it easier than ever for you to access the financing you need to grow.

With [Partner] Business loan, you can:

- ✓ Borrow from 500€ – 100.000€
- ✓ Apply in just minutes via the [Partner] App/Portal
- ✓ Get funds in your account within 24 hours of approval
- ✓ Enjoy automatic repayments, no hidden fees, no hassle

Whether you're expanding, upgrading, or managing cash flow, we're here to help you take the next step.

 **[Read more about how it works](link to blog post)**

 **[Apply now](direct application link)**

Your growth starts here. Let's make it happen! 

#BusinessLoans #SmallBusinessGrowth #Entrepreneurship #PartnerLending

Here are several social media post ideas tailored for partners to drive awareness, attention, and attract new customers to their business loan offering:

1. Highlight the benefits

Post text:

 Need a boost to grow your business? With [Partner] Business loan, you can borrow up to €100,000 to invest in your future. Apply today and get funds within 24 hours - that easy!

- ✓ Fast approvals
- ✓ Automatic repayments
- ✓ No hidden fees

Take your next big step with us.

 **[Apply now](application link)**

#BusinessGrowth #SmallBusinessLoans #PartnerSupport

2. Success stories

Post text:

📌 Meet [Business Name], a thriving [industry/type] business that used [Partner] Business loan to expand their operations. In just 24 hours, they secured the funding they needed to:

- ✓ Open a new location
- ✓ Replenish inventory
- ✓ Boost revenue by 40% in six months

What could you do with the right financing? Let's make it happen.

👁️ **[Apply today](application link)**

#SuccessStories #SmallBusinessSupport #GrowWithPartner

3. Educational post: Why financing matters

Post Text:

Did you know that **70% of small businesses** say access to financing is key to their success? 📁

With [Partner] Business loan, you can seize growth opportunities without the wait:

- 📌 Borrow from €500 to €100,000
- 📌 Apply in minutes, get funds in 24 hours
- 📌 Repay automatically with no hidden fees

It's time to invest in your potential.

👁️ **[Learn more](blog post link)**

#BusinessFinancing #EntrepreneurTips #PartnerBusinessLoans

4. Seasonal promotions

Post text:

❄️ Seasonal rush coming up? Don't let cash flow slow you down! With [Partner] Business loan, you can get the funds you need to:

- 🎄 Stock up on inventory
- 🎄 Hire seasonal staff
- 🎄 Launch holiday marketing campaigns

Apply now and get funds within 24 hours so you're ready for the busiest time of the year.

👁️ **[Apply here](application link)**

#SeasonalSuccess #BusinessLoans #PartnerSupport

5. Interactive quiz

Post text:

🗣️ Is your business ready for its next big step? Take our quick quiz to find out if a business loan is right for you!

💡 Whether it's managing cash flow or expanding operations, [Partner] Business loan offers fast, flexible financing up to €100,000.

Start your journey today:

👁️ **Take the quiz**

#InteractivePost #SmallBusinessGrowth #PartnerLending

6. Myth-busting post

Post text:

🚫 **MYTH:** Getting a business loan is complicated and time-consuming.

✅ **FACT:** With [Partner] Business loan, you can apply in minutes, get approved the same day, and have funds in your account within 24 hours.

It's fast, simple, and designed with entrepreneurs in mind.

👁️ **[Learn how it works](blog post link)**

#DebunkTheMyths #SmallBusinessTips #FastFunding

7. Customer-centric post

Post text:

💬 "The [Partner] Business loan was a game-changer for us. The process was so easy, and we had the funds in our account within a day! [Customer Name], [Business Name]"

Ready to simplify your business financing?

👁️ **[Apply now](application link)**

#CustomerLove #PartnerSuccess #BusinessGrowth

8. Comparison post

Post Text:

 Why choose [Partner] Business loan over traditional loans?

- ◆ Quick approvals (within 24 hours!)
- ◆ Fully digital application
- ◆ Automatic repayments - no invoices, no stress
- ◆ Transparent pricing with no hidden fees

Let us make financing simple for you.

 **[Start here](application link)**

#WhyPartner #SimplifyFinancing #BusinessLoans

9. Limited-time offer

Post text:

 **Limited-time offer** 

For a short time, enjoy exclusive terms on your [Partner] Business loan:

- ✓ Fast funding up to €100,000
- ✓ Flexible repayment options
- ✓ Apply in minutes via the [Partner] App/Portal

Don't miss this opportunity to invest in your business!

 **[Apply now](application link)**

#SpecialOffer #PartnerBusinessLoans #GrowthMadeEasy

10. Video explainer post

Post Text:

 Curious about how the [Partner] Business loan works? Watch this quick video to see how you can:

- ✓ Apply in minutes
- ✓ Get approved the same day
- ✓ Receive funds within 24 hours
- ✓ Enjoy hassle-free automatic repayments

Financing made simple.

 **[Watch now](video link)**

#VideoContent #BusinessExplained #PartnerLending
