

How to nail your

# DIGITAL BRANCH



(handy tips for  
getting and keeping  
online customers)

**BASED ON MFC'S BOOTCAMPLABS SERIES  
LAST UPDATED DECEMBER 2021**



# WANT TO FLEX YOUR DIGITAL MARKETING BUDGET?



*(Hint: Start  
by nailing your  
digital branch.)*

**YOUR DIGITAL BRANCH IS THE CENTERPIECE OF  
YOUR DIGITAL SERVICES.**

Using digital marketing to motivate people to visit your digital branch is important.

Even more important is making it easy for them to stay there until they turn from “visitor” into “customer”.

Is your digital branch the best it can be?

**Here are two things you need to do well:**

- **Your landing page**
- **Your loan application process**

*Read on see some great  
(and not so great) examples of both...*

# MICROSTART: LANDING AND APPLICATION



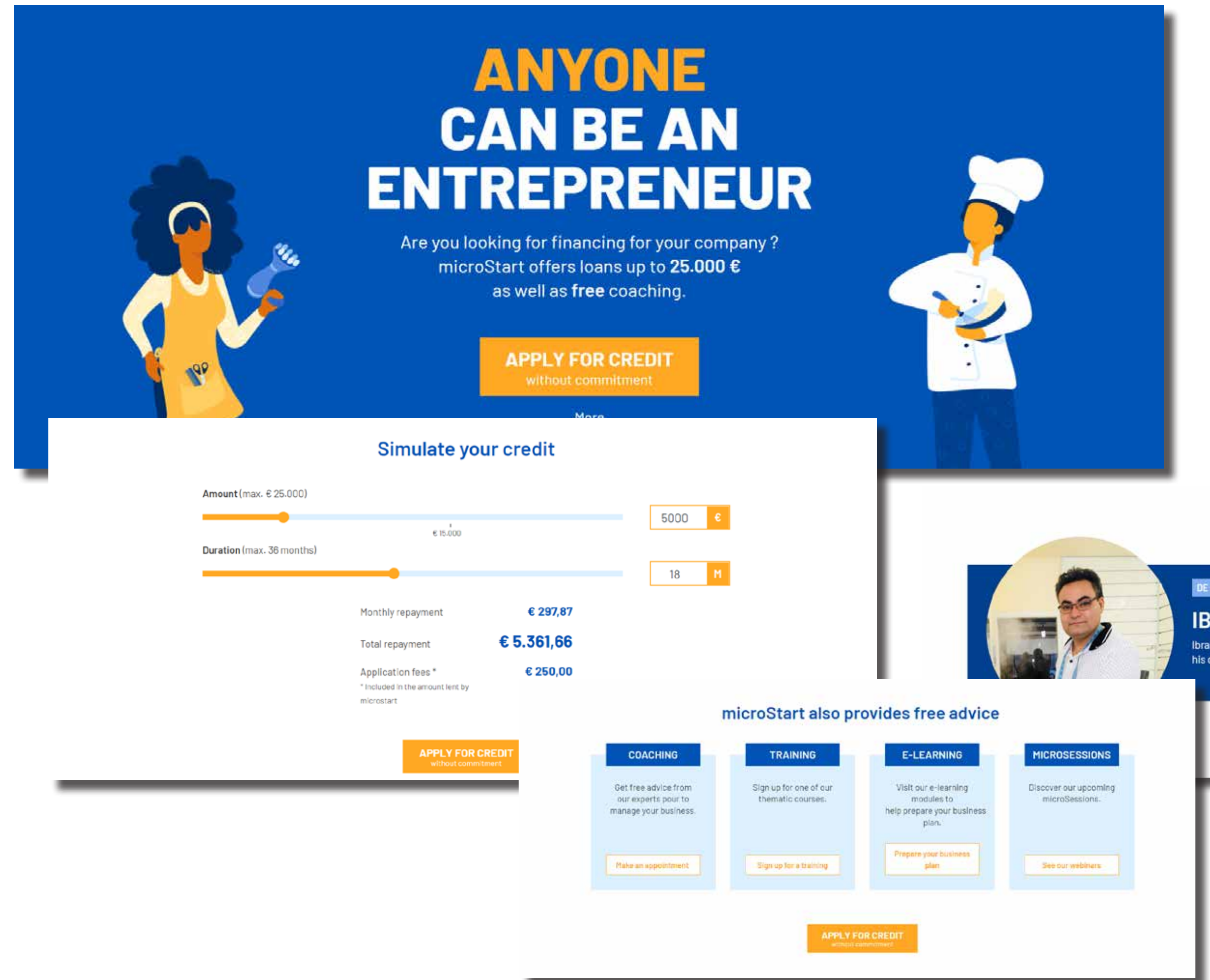
## ✓ Great features:

- Design is fresh and on-trend
- Aspirational slogan and immediate offer of loans up to €25,000
- Credit calculator on first scroll
- Service details on second scroll
- Client stories on third scroll
- “Apply for credit” button repeated on first and second scroll

## ➔ To improve:

- Include simple application form on landing page where clients can input contact information (name, phone, email, marketing consent, amount requested (optionally))
- Make “Apply for credit” button more prominent on the first scroll

<https://microstart.be/en>



Clicking Microstart's "Apply for credit" button leads you here



## To improve:

### Don't waste valuable space

The top banner devotes too much space to telling customers what they already know—that this is a credit application form. After all, you need to click "Apply for credit" to get to this page. Instead: add information on precisely how long the form takes to complete, or replace with a unique selling proposition.

### Reduce the time between starting the application and consent to contact

Divide loan form into distinct steps, each with its own "submit" button. First ask clients to submit basic contact and consent details before moving on to submit loan request details. The longer the form, the more the chance for the client to leave before they're done (lack of time, ID documents, etc.). If customers can submit basic contact data before starting the application, you can follow up no matter what.

### Don't ask for info you don't need to process an application

Your form should contain the minimum number of questions needed to process a loan application. If you really want to know how clients found out about your MFI, ask them after they submit their loan request.

**ONLINE CREDIT APPLICATION**

Welcome to our online credit demand

Please take 2 minutes to fill in this form and we will contact you as fast as possible.

FIRST NAME \*      LAST NAME \*      TITLE \*

PHONE \*      EMAIL ADDRESS \*

ZIP CODE \*

PREFERRED LANGUAGE \*

HOW DID YOU HEAR ABOUT MICROSTART? \*

WHICH TYPE OF SERVICE DO YOU WANT? \*

HOW MUCH FUNDING WOULD YOU LIKE TO REQUEST? \*

REASON FOR THE NEED OF (OR OTHER RELEVANT INFORMATION) \*

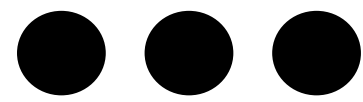
IN ORDER TO PROCESS YOUR REQUEST, WOULD YOU PREFER AN APPOINTMENT WITH ONE OF OUR ADVISORS \*

**SUBMIT**

Scroll



# MICROINVEST: LANDING AND APPLICATION



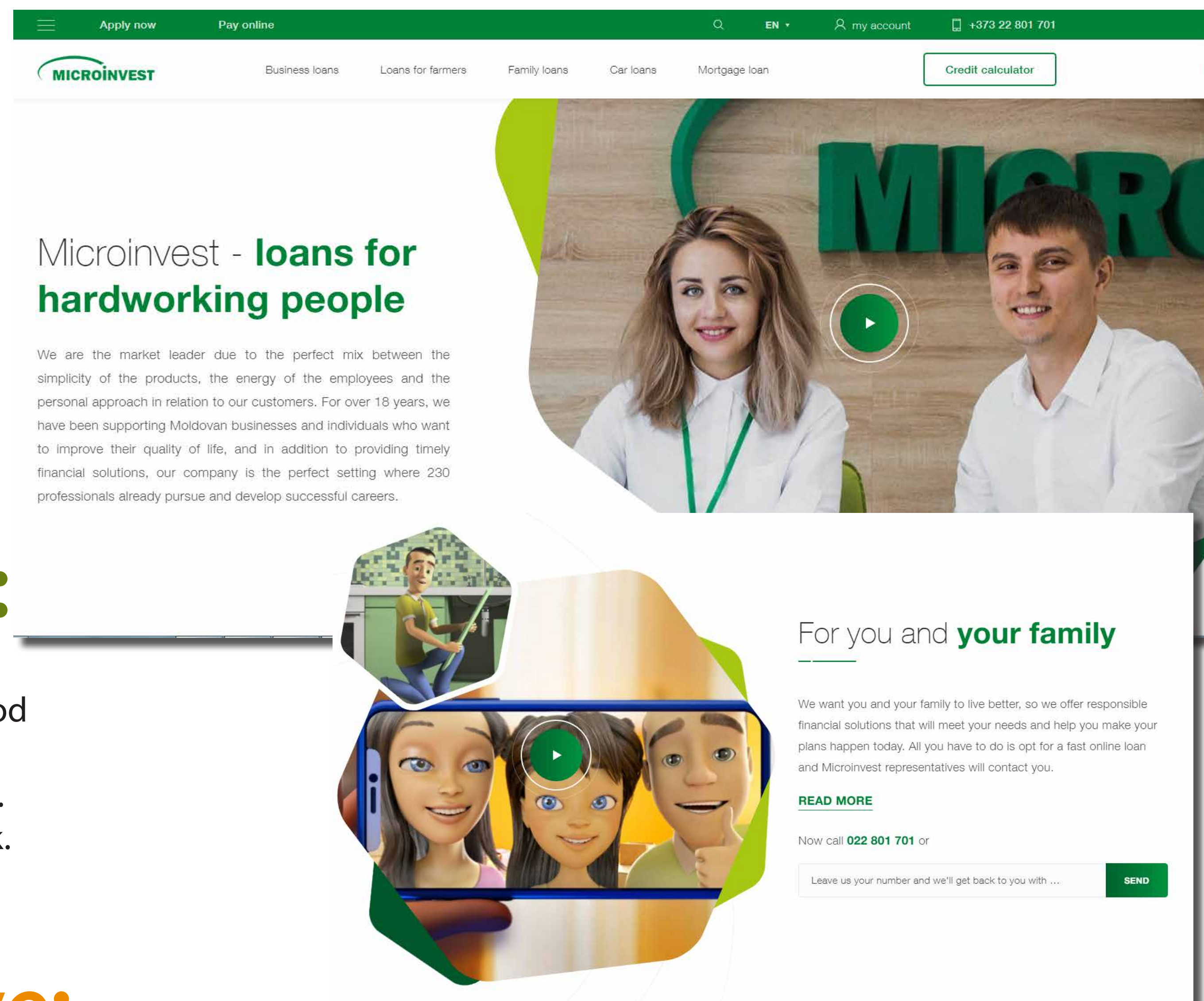
## ✓ Great features:

- Chat bot on landing page helps gather clients data and provide good user experience
- Loan details and video in first scroll. Clients can easily request a callback.

## ➔ To improve:

- Call to action ("Apply now") should be easier to find, e.g. after first paragraph on landing page.
- Call to action should be longer and include a value proposition: (e.g. "Apply now to boost your business")
- Call to action should be formatted to stand out on the page (e.g. using button, contrasting color, etc.)

<https://microinvest.md>



Clicking Microinvest's "Apply now" button leads you here

## Apply now

We are all different and so are our funding needs, that's why we have prepared solutions according to your expectations. Here you will find the best financing method.

### Tell us what you need credit for.

Choose a financial product

Choose the nearest branch

### Enter your information

IDNP / IDNO

Nr. by phone

### Enter contact information

Name

First name

## To improve:

### Don't waste valuable space

Half of this page is telling customers what they already know—that they are here to apply now (because they clicked "Apply now" to get here) Instead: replace with a unique selling proposition.

### Get to consent, and get to specifics

Divide the form into distinct steps, each with its own "submit" button. First ask clients to input their contact and consent. Then ask clients to specify what type of loan they want.

### Visualise your contact details

Instead of a list of branches, provide a map with your branch locations and a "Search for nearest branch" function.

<https://microinvest.md>

