

A framed poster on a wall. The top part of the poster has a wooden background with the text 'Payments, Simple and Sorted.' in a white, sans-serif font. Below the text is a collection of office supplies including pens, pencils, a calculator, a stapler, and a pair of scissors. The bottom part of the poster has a white background with the text: 'Pay from the security of your online or mobile bank 24 hours, 7 days a week\*. You can even schedule your bill to be paid at a later date that suits you\*.' followed by 'It really is that simple!' and the BPAY logo. At the very bottom of the poster, it says 'For more information visit [bpay.com.au](http://bpay.com.au)'.

Payments,  
Simple and  
Sorted.

Pay from the security of your online or mobile bank 24 hours, 7 days a week\*. You can even schedule your bill to be paid at a later date that suits you\*.

**It really is that simple!**

For more information visit [bpay.com.au](http://bpay.com.au)

# BPAY Services

Marketing Support Guide for Businesses

# Contents

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<b>Why run a BPAY marketing campaign?</b>	<b>2</b>
<b>Benefits of BPAY services for your customers</b>	<b>3</b>
BPAY payments	3
BPAY View	4
<b>Tips for running a marketing campaign</b>	<b>5</b>
<b>Marketing materials available</b>	<b>6</b>
<b>How to access the material</b>	<b>7</b>
<b>Need assistance?</b>	<b>8</b>

## Why run a BPAY marketing campaign?

Running a BPAY<sup>®</sup> marketing campaign can help achieve a faster return on your investment in BPAY services. It is important to let your customers know about the payment services you provide and the related benefits.

This guide provides information on how to download marketing materials to help your business run its own campaign.



## Benefits of BPAY services for your customers

In order to successfully market BPAY services, you need to let your customers know how it benefits them.

### BPAY payments

BPAY is a faster and easier way to make payments 24 hours a day 7 days a week, all within the secure environment of internet, mobile and phone banking.\*

The benefits for consumers are:



#### Security

Consumers can pay bills within the security of online and mobile banking.



#### Control

Complete control of the timing of bill payments and the account used for each payment.



#### Convenience and choice

The freedom to pay bills anytime, from anywhere in the world, with internet, mobile and phone banking\*.

For more information visit: [www.bpay.com.au](http://www.bpay.com.au)

\*BPAY is accessible anywhere and anytime you have access to your online, mobile or phone banking.

### BPAY View

BPAY View is an electronic presentment service that enables customers to receive, pay and store their bills and statements within online banking.

The benefits for consumers are:



#### Keep bills and statements where they belong

With BPAY View, consumers can receive and store bills and statements in one secure, convenient place — their online and mobile banking platform. No need to remember extra passwords!



#### Easy access — anytime, anywhere

Bills and statements can be viewed and managed anytime, anywhere\*.



#### Pay on time

Consumers can choose to receive email, SMS or bank message reminders\*\* to help ensure a bill or statement is never missed again.



#### Easy on the environment

BPAY View not only saves time and effort for consumers, it saves paper too — increasingly important for environmentally conscious consumers.

For more information visit: [www.bpay.com.au/bpayview](http://www.bpay.com.au/bpayview)

\*BPAY is accessible anywhere and anytime you have access to your online banking.

\*\*Reminder options may vary by each Financial Institution.

# Tips for running a marketing campaign

BPAY has run hundreds of joint marketing campaigns with businesses and these are our tips for running a best practice BPAY or BPAY View marketing campaign.



## Multi-channel approach

There are many channels of communication that can be utilised to reach your customer base, and many of these, such as emails, website, and flyers sent out with your bill, are already managed by your businesses. By covering multiple channels, you are better able to reach your customers and gain traction.



## Use your bills

Add key information about BPAY or BPAY View directly onto your existing bill or include a flyer advertising the service with your bill.



## Personalised communications

Where possible it is always best to take the existing BPAY material and add small personalised elements, such as your company logo and your customer's details. You can do this by downloading the customisable versions of the BPAY material from the website and having a designer add these elements.



## Multiple Campaigns

Running multiple campaigns helps to ensure that your customers have clearly seen the messages and are reminded to act upon them.

## Marketing materials available

All of the marketing materials you require to run either a BPAY payments or BPAY View campaign are available through the BPAY website.

This includes:

Channel	Material Available
Bill/statement	Flyers Statement messaging
In premise	Posters LCD screen artwork
Newsletter	Newsletter copy Newsletter image
Website	Web banners Website copy Videos
Social media e.g. Facebook	Social media images Social media copy
Internal e.g. staff intranet	Videos

The material offered by BPAY can also be edited to include personal touches such as your business name and logo. We recommend that you make small customisations to the material to get the best response from your customers.

Please note  
that if any material is  
edited it will need to be  
sent to the BPAY marketing  
department for approval  
before distribution  
[marketing@bpay.com.au](mailto:marketing@bpay.com.au)

# How to access the marketing material

Go to  
[www.bpay.com.au/marketing](http://www.bpay.com.au/marketing)



Select your BPAY service



Select the theme of artwork that you would like for your campaign



Choose the marketing material that works for you and your customers

Please note that your business will be responsible for the printing of the artwork supplied by BPAY.



Provide a few details about your business and campaign dates.

This information will only be used by BPAY to monitor the campaign material and to provide assistance.



Download the materials and run a campaign!

The downloaded materials should appear in your downloads folder.



## Need assistance?

We are always happy to help!

Should you require any further marketing assistance please contact your account manager at your financial institution or the BPAY marketing department.

Please contact the BPAY marketing department directly for any of the following enquiries:

- **More information on running a campaign**
- **Approval for materials edited by your business**
- **Material suitable for internal use within your business**

Email: [marketing@bpay.com.au](mailto:marketing@bpay.com.au)



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