

Pilot Funds

by Retail Capital



Main Message

**Get extra capital for your restaurant
when you need it the most – today!**

Campaign Overview



Goal

Increase awareness of funding opportunity by Retail Capital and get more leads/conversions



Audience

Business owners or managers for restaurants, cafe, takeaway, hotels, bars, lounges or franchise



Metrics

**Primary – Pilot sign ups, enquiries or quotes acquired from campaign
Secondary – Funding applications**

Content Pillars

Get Started

The focus will be on the process of sign up with pilot for your pos, structuring your business to qualify for funding, how-to-apply for funding, FAQ on the funding process and RC funding selling points

Benefits & Features

Push pilot pos features that can improve your business (CX/ROI), RC capital funding benefits and advantages, what you can use the funds for and how to use the funds effectively

Case Studies

Tell stories of successful business operators/owners and reputable establishments that have used RC funding, roll out a testimonial or success story video series and blogs



Campaign Timeline



Requirement

1

Content

Information on funding process and benefits, as well as FAQ

2

Images

Image shoots for user interaction and campaign purposes

3

Videos

Selection and shooting of case study personnel and establishments

pilot
SOFTWARE