

# Pilot Funds

by Retail Capital



### Campaign Overview







Goal

**Audience** 

**Metrics** 

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

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

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

### **Content Pillars**

#### **Get Started**

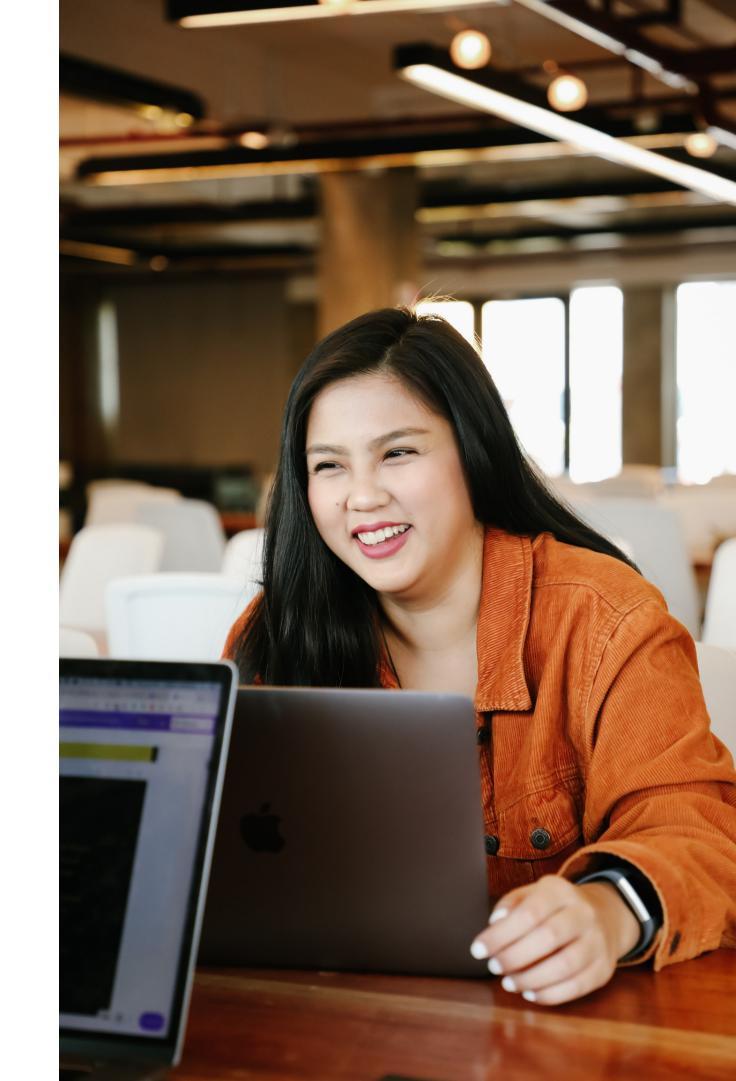
The focus will be on the process of sign up with pilot for your pos, structuring your business to qualify for funding, how-to-apply for funding, FAQ on the funding process and RC funding selling points

#### **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



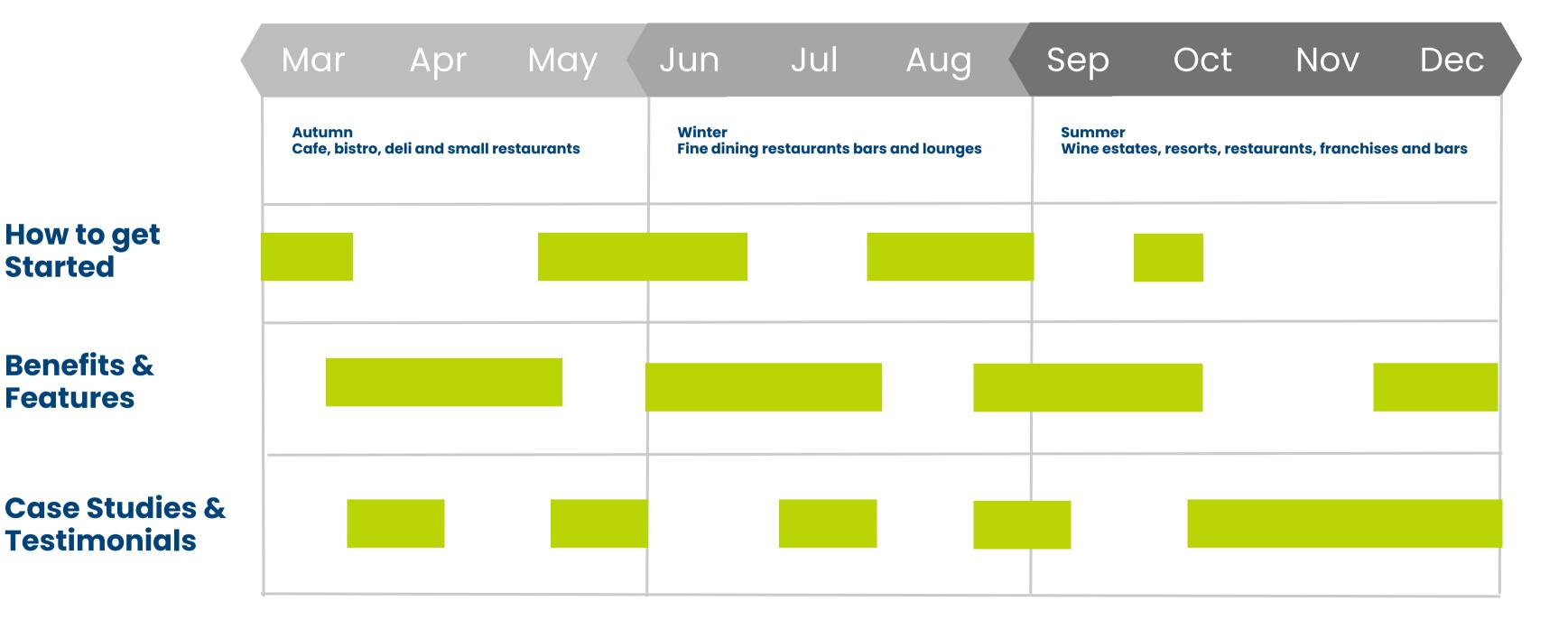
## Campaign Timeline

How to get

**Benefits &** 

**Features** 

**Started** 



### Requirement



2

3

**Content** 

**Images** 

**Videos** 

Information on funding process and benefits, as well as FAQ

Image shoots for user interaction and campaign purposes

Selection and shooting of case study personnel and establiments

