



Your checklist to success this Support Small Sale.



Define your goals.

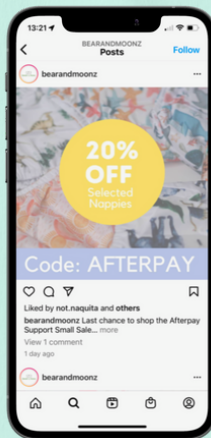
What's important to your business right now? Set your goal based on what's important to you and achievable. Is it to acquire new customers, improve conversion, increase order value or retain customers?



Make some noise.

60% of Gen Z shoppers use social media to discover new brands, and 59% of Gen Z Afterpayers are also looking to shop Support Small.¹

So make sure that you make some extra noise about your participation when featuring it on your social stories, posts and reels - and don't forget to use any relevant hashtags like [#AfterpaySupportSmallSale](#).



Coach your customer facing teams.

Scan the QR code to access our Education Hub, where you can view our bite-size sales videos to learn how to engage with customers to achieve your goals.

Scan me to learn more.



1. Source: Millennials & Gen Z in Australia: Next Gen Index, September 2021



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Use the Afterpay digital marketing kit.

After submitting your offer, download the marketing kit to create your own signage, showcasing your Support Small offer and participation across all of your channels: in-store, on your website, newsletters, email campaigns and social channels. Here are some examples from the last Support Small Sale to inspire you:



@indoorplantsupplies



@mustardsunday



@foxandfallow



@paredeyewear



Showcase Afterpay visual merchandise.

54% of customers would shop with a store that offers Afterpay versus one that doesn't...² and this Support Small weekend they'll keep their eyes peeled for the Afterpay logo and your promotion. This includes your Afterpay and Support Small window decals to grab the attention of customers.



2. Source: Afterpay transaction data