



# **GO-TO-MARKET GUIDE FOR SMALL BUSINESS EMBEDDED FINANCE**

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**In Partnership With Autobooks**

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# GTM: The Key to Reaching More Customers

FIS has partnered with Autobooks to offer an embedded finance solution — online invoicing and digital payment acceptance — that is ideal for your small business customers.

We've created this go-to-market guide to help your institution better understand the value of this exciting new solution, as well as the strategy that goes into promoting it to small business owners.

A go-to-market (GTM) strategy is the way in which a company brings a product to market. An effective GTM strategy is part research and part action. The goal is a straightforward one: to engage more customers, and establish a competitive edge in a target market.

A well-thought out GTM strategy should help answer these important questions:

- **Product-market fit:** What problem(s) does your product solve?
- **Target audience:** Who is experiencing the problem that your product solves? What are the pain points and frustrations that you can alleviate?
- **Competition and demand:** Who already offers what you're launching? Is there demand for the product, or is the market oversaturated?
- **Distribution:** Through what mediums will you promote the product or service?

This guide will touch on all four of these areas, and provide simple steps to help your institution get started with our free resources. Along the way, you'll learn how we leverage small business research and technology to deliver increased adoption versus traditional marketing practices.

## A Brief Introduction to the SMB Market

Cash flow is the lifeline for small and medium businesses (SMBs). They know deeply that they have bills to pay and payroll to make every month. Many businesses, however, are not yet comfortable using modern technology. And in a way, they're in no man's land when it comes to banking. They're too small to get the attention of commercial banks. And they need more help than just a regular consumer client does.

Small businesses can no longer be ignored. There are 31.1M small businesses (SMBs) in the U.S. today according to the SBA — a number that will only continue to rise. In addition, there are 38.2M independent workers in the U.S., almost all of whom handle their business needs through retail accounts.

The remarkable growth of new businesses — coupled with their need for payment acceptance and general financial functionality — has touched off an extraordinary opportunity for those financial institutions (FIs) that are willing to get up to speed and re-engage with a historically underserved market segment.

**To learn more about the current small business market, please refer to the [Autobooks Small Business Report 2020](#).**

## How Our Partnership With Autobooks Helps

By focusing on embedded, solutions-based products, an FI can rethink a variety of legacy products that would better serve their small business customers. Thanks to our partnership with Autobooks, your FI can quickly bring a reliable and proven solution to market.

Autobooks enables business owners to accept online and in-app payments from inside their FI's online and mobile banking channels, via a payment form or online invoice — plus the option to upgrade to accounting and reporting functionality for an additional monthly fee.

By offering electronic payment acceptance as a foot in the door, a financial institution can lock in primacy with small- and micro businesses as users come to rely on their FI's digital platform to manage a number of ongoing financial needs. This kind of steady usage leads to increased deposits and cross-sell opportunities, not to mention the added non-interest fee revenue streams.

## A Note on Mindset and Approach

As a marketer or leader at your FI, you know this fact. But it's worth reinforcing here: any strategy takes time to execute — and just as importantly, it takes time to see results. Our GTM plan is no different.

As you go through the various assets, you may be tempted to forgo certain assets in an effort to speed things up. Or you may decide that you want to change something. We would caution you to remain consistent, and to stick to the plan. You will see results, they just may not happen as quickly as you may have anticipated! And if you feel strongly about veering away from our GTM strategy? Let us know. Perhaps we can help tweak something if there is a real need.

Secondly, it is important to adopt a multi-channel approach when it comes to reaching new customers. It is not enough to just rely on in-branch interactions, though that is important, or just email, though that too is important. Instead, our GTM strategy is omni-channel from the get-go. This entails reaching out to prospects through a variety of channels, and in as many ways as possible. After all, it is impossible to predict which specific asset will resonate at any one particular time (even if the message is consistent throughout).

# How Our Research Impacts Our Decision-Making

Our approach to small business is built on a solid foundation of research that help us to better understand the reasons why a small business owner will switch from how they are currently getting paid, to getting paid through your financial institution. This research is organized into a product development framework called jobs-to-be-done (JTBD).

The team at Autobooks applies the JTBD framework to help ensure the needs of the small business owners are never ignored. The “jobs” we have defined fuel the creation of new products and features that help small business owners make progress, as well as the creation of marketing messages and assets that resonate strongly with small business owners.

**To learn more about Jobs-to-Done, and how we apply this framework to our products and marketing, please watch our on-demand webinar, [Why Would an SMB Hire Your FI?](#)**

# An Overview of GTM Assets

To help your financial institution drive product awareness, we provide a library of free GTM assets (linked below).

The messaging is built from our value-enabling SMB insights described above. Our messaging and content approach has proven to increase product adoption and ongoing utilization when leveraged by our financial institution partners.

## Assets included:

- **Launch and conversion emails** that drive product awareness and adoption
- **Digital ads**, with an option to receive a custom branding package
- **SMB-facing videos**
- **Autobooks landing page** for your FI website

## Launch and Conversion Emails

The emails included in these sets were written by professional conversion copywriters and are built to drive awareness, interest and ultimately adoption of Autobooks. The email language and content is rooted in our ongoing conversations with small businesses. They are written to help small businesses make progress on a problem they are trying to solve.

We have created two sets of emails your team can easily copy, paste and send.

### Set One: Launch Emails

The first set, comprised of just two emails, were written to raise awareness of Autobooks, and announce the fact that the solution is now available at your institution. They are short, and can be easily skimmed by the recipient.

### Set Two: Conversion Emails

The second set, comprised of four emails, were written with the sole intent of helping with conversion. Although these emails are longer, they were written following a copywriting framework that is effective at conveying the Autobooks value proposition.

**To access our GTM emails, and learn how they are designed to deliver results, please refer to our [Introduction to the Autobooks Go-to-Market Emails](#).**

## Digital Ads

To make it simple to market Autobooks to your small businesses, we have created several digital ads formatted for common ad placement size. Your team can use these ads as they are, or edit to reflect your unique branding identity.

### Ads included:

- **Accept Payments**, with messaging that reinforces the idea that an SMB owner can accept a digital payment from anywhere, at any time of day.
- **Accept Donations**, with messaging designed to appeal to nonprofits and religious organizations that prefer to avoid payment language.
- **Pay With Credit Cards**, with messaging that highlights credit card acceptance as a standard feature.
- **Send Invoices**, with messaging that calls attention to the invoicing capabilities of Autobooks.

**Note:** A custom branding option is also available to your FI. Email our team at [FIS@autobooks.co](mailto:FIS@autobooks.co) for more information.

To access our digital ads, and learn how they can be easily deployed by your FI, please refer to our [Autobooks Digital Ads guide](#).

## SMB-Facing Videos

Use our small business-focused product videos to promote the benefits of invoicing and online payment acceptance through a simple message written in the voice of the business owner.

### Videos available:

- [Invoicing and Payment Link Overview Video](#), with generic branding
- [“Meet Lauren” Video with a focus on invoicing](#), includes generic branding
- [“Meet Sophia” Video with a focus on the payment form](#), includes generic branding

**Note:** A custom branding option is also available to your FI. Email our team at [FIS@autobooks.co](mailto:FIS@autobooks.co) for more information.

## Autobooks Landing Page for FI Websites

As part of the playbook install for our partners, Autobooks provides a plug-and-play solution to launch a page on our partners' public marketing sites. This page describes the full Autobooks solution, including an overview of its benefits, and even allows a user to send themselves a test invoice and book themselves for a one-on-one tour of the product.

**To access our landing page, and learn how it can be easily deployed by your FI, please refer to our [Autobooks Public Site Landing Page](#) guide.**

## Additional Support

**For the latest resources**, be sure to visit our FI companion website at:  
<https://learn.autobooks.co/marketing>

### Still have questions?

Send us a message at [FIS@autobooks.co](mailto:FIS@autobooks.co) or call (855) 704-2665.

### Need help for your small business customer?

Direct your customer to contact Autobooks at (866) 617-3122 or email us at [Support@autobooks.co](mailto:Support@autobooks.co).