

# HOW TO BUILD A DIGITAL PRESENCE

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# Digital Presence

**Make certain all business customers and prospects who are active online are made aware of your merchant services product.**

## **Recommendations for optimizing digital space and generating traffic:**

- Merchant services page
- Landing page or Microsite
- Web banners or call-out boxes
- Social Media strategy
- Online banker app

**Download Digital Assets (website copy, web banners, social media, infographics, and more) at [worldpay.com/partnerportal](https://worldpay.com/partnerportal).**



# Generate Website Traffic

Ensure current or prospective business customers are aware of your merchant services program and where to go to learn more or get started.

- Launch and promote a Worldpay-hosted landing page/microsite
  - Link from Bank Website
  - Bank Branded URL
- Create a merchant services page with web copy recommended by Worldpay
- Display web banner outlining merchant services with a direct link to landing page/microsite or merchant services page on bank website.
- Promote URL in social media strategy, email campaigns, and e-newsletters.
- Post a call-out box in your online banking site with a direct link to your URL to generate awareness among current business customers



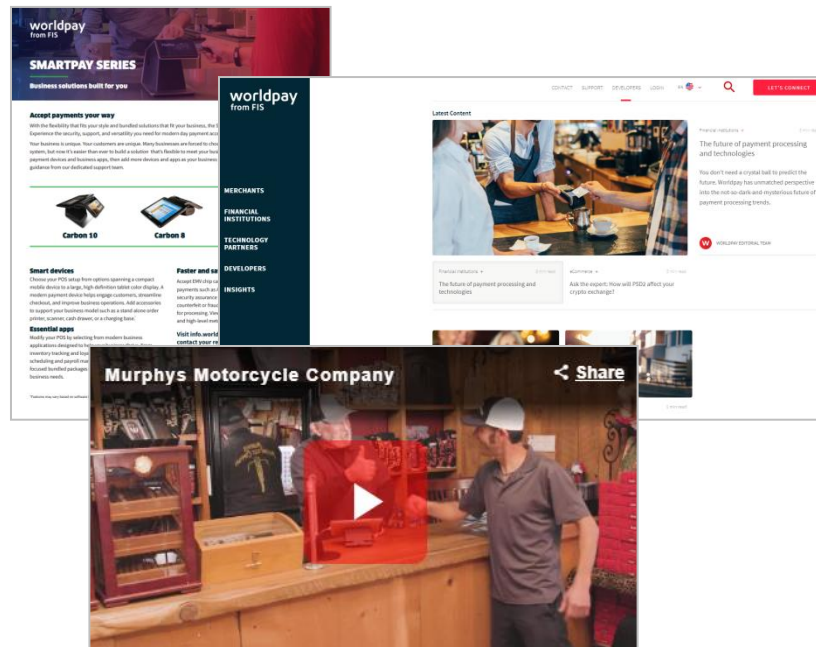
Partners should work with their Partnership Manager or Implementations Manager to determine if Worldpay will create and host either a landing page or microsite. This decision is based on contract and opportunity size.

# Digital Assets

Optimize your online presence with digital assets available. Rotating assets in your online app, bank website, and in social media channels keeps visitors engaged and your program top-of-mind.

## Choose from a variety of digital assets available to you:

- Web banners
- Web copy
- Social Media content
- Infographics
- Videos
- Industry articles
- Product content



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