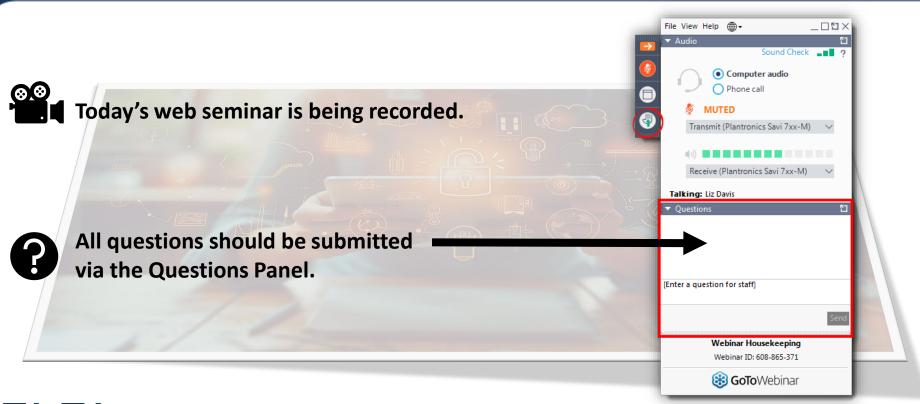
Unlocking Effective Marketing Tools and Tech for Every Business Model





Housekeeping







Welcome and Introductions



Keara M. Piekanski, MBA, CLFP VP, Marketing & Communications Oakmont Capital Services





Jennifer Bello, MBA
Global Strategic Marketing Manager
DLL





Ivor Germain
Vice President, Marketing
Pitney Bowes



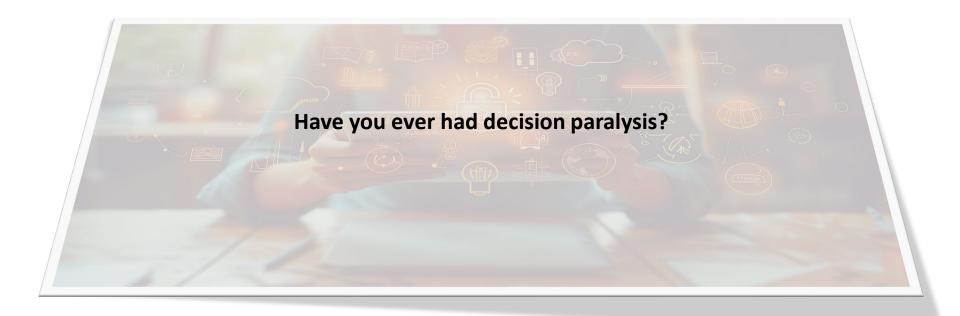


Jacklynn Manning, CLFP
Chief Marketing Officer
Navitas Credit Corporation

















Ideas	Prompt	Response
1. Content Creation for Social Media Posts	Prompt: "Write a LinkedIn post promoting my equipment financing services, highlighting the benefits of flexible payment plans."	Response Example: "Looking to upgrade your equipment but worried about the upfront costs? With our flexible financing plans, you can spread out payments while keeping your cash flow steady. Let's talk about how we can help your business grow! #EquipmentFinancing #FlexiblePaymentPlans #BusinessGrowth"
2. Email Marketing Campaigns	Prompt: "Create a marketing email to announce a special 0% down equipment finance offer."	Response Example: Subject: "Upgrade Your Equipment with 0% Down – Limited Time Offer!" Body: "Dear [Customer Name], Now is the perfect time to invest in the equipment you need to grow your business. For a limited time, we're offering 0% down on all equipment financing deals. With our fast approvals and flexible terms, you can keep your cash flow strong while getting the tools you need. Contact us today to take advantage of this offer! Best, [Your Name]"
3. Writing Blog Content	Prompt: "Generate blog ideas for an equipment finance website targeting small businesses."	Response Example: "How Equipment Financing Can Help Your Small Business Grow" "Top 5 Benefits of Leasing vs. Buying Equipment" "The Importance of Cash Flow Management in Equipment Financing"
4. Ad Copy for Google or Facebook Ads	Prompt: "Write a Google ad copy for an equipment finance service offering a \$99 per month promo for the first 3 months."	Response Example: Headline: "Upgrade Equipment for \$99/Month – First 3 Months!" Description: "Get the equipment you need with no down payment and only \$99/month for the first 3 months. Fast approval & flexible terms! Apply today."
5. Automating Responses to Customer Inquiries	Prompt: "Create an automated email response for inquiries about equipment financing options."	Response Example: Subject: "Thank You for Your Inquiry!" Body: "Hi [Customer Name], Thank you for reaching out about our equipment financing options! We'd be happy to discuss the best solution for your business needs. One of our representatives will be in touch within 24 hours, or feel free to reply with any specific questions. Best regards, [Your Name]"



Topic One, continued

Ideas	Prompt	Response
6. Generating Subject Lines for Increased Open Rates	Prompt: "Suggest 5 email subject lines for a promotion on zero down financing for equipment."	Response Example: "No Down Payment? No Problem! Finance Equipment Today" "Unlock 0% Down Financing – Limited Time Offer" "Grow Your Business with Zero Down Financing!" "Upgrade Your Equipment with No Upfront Costs" "Get New Equipment with Zero Down – Apply Now!"
7. Creating Customer Testimonials	Prompt: "Write a testimonial from a customer who used our flexible financing to expand their fleet of trucks."	Response Example: "Thanks to [Company Name]'s flexible financing, we were able to expand our fleet without draining our cash reserves. The application process was smooth, and the payment terms fit perfectly with our budget. I highly recommend them for any business looking for equipment financing!"
8. Repurposing Content for Different Channels	Prompt: "Repurpose this blog post for LinkedIn: [Insert Blog Post]"	Response Example: "ChatGPT can take longer-form content and condense it into a shorter LinkedIn post or other social media channels."
9. Creating Promotional Materials	Prompt: "Write a flyer text for a 0% down equipment financing offer."	Response Example: Headline: "Need new equipment but don't want to tie up your capital? Take advantage of our 0% down financing offer for a limited time! Upgrade your tools, trucks, or machinery without breaking the bank. Fast approval and flexible terms are available. Call us today!"
10. Building a Content Calendar	Prompt: "Help me create a weekly content calendar for posting on LinkedIn about equipment financing."	Response Example: ChatGPT can suggest specific posts or themes for each day of the week, ensuring a balanced content mix of educational, promotional, and customer-focused posts.









Topic Two

	Adobe Analytics	SEMRush
Key Focus	Web and Customer Analytics	SEM, SEO and Competitive Analysis
Use Cases	Web traffic, Customer Journey, A/B Testing, Cross Channel attribution	Keyword research, Competior SEO analysis and benchmarking, site audits (for SEO), Content Marketing
Data	First party data – your own platforms	Third party – search engines, social media
Reporting	Customizable and Flexible reports	Predefined SEO reports, with some customization on SEO/SEM/Digital Marketing
Audience	Enterprise requiring in depth analysis across multiple touchpoints	Primarily SEO Specialists, Agencies - but used across all business sizes
Data Granularity	In depth analysis at user level – enabling deep customer insights, and journey mapping	Macro level insights – keyword performance, domain comparisons, backlink quality
Real-time	Real-time views to help monitor campaign performance, or reacting to live trends	Better suited towards historical views and trends

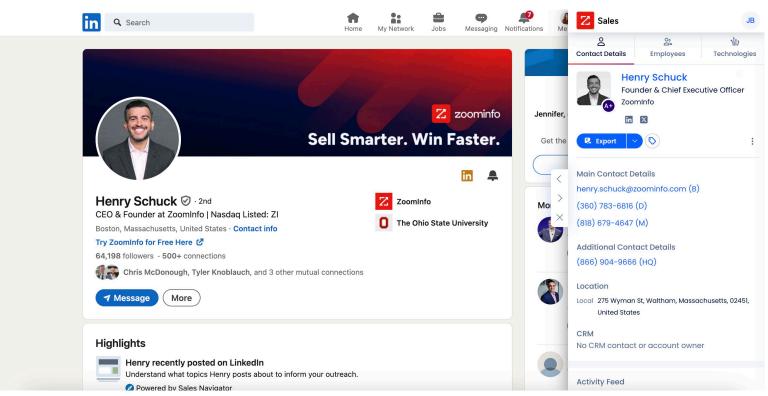






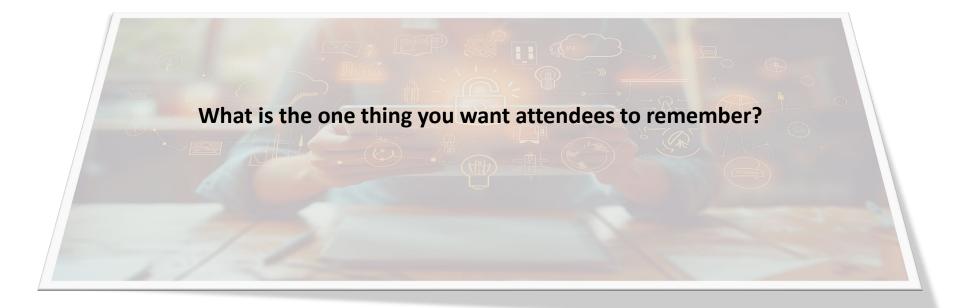


Topic Three

















Question & Answer







For previously-recorded web seminars go to:

www.elfaonline.org/webinars

Also, remember to **download** the resource guide!





For more information or to get involved with the ELFA Communications Committee, email: Amy Vogt, Vice President Communications & Marketing avogt@elfaonline.org



