

Local Classifieds & Emergency Transportation Unit Marketing for BetterFi

Presented by: Misra's Masterminds

Our Marketing Strategy

- Focus on advertising on apps like TikTok, Instagram, and Snapchat to reach a wider audience.
- Target areas where residents may have limited access to affordable financial services and are more likely to fall into predatory loans.
- Position BetterFi as a local, nonprofit resource for families facing financial emergencies, and that the company is there to help.
- Position flyers in different locations and cities.

Why will this work?

- Advertisements will clearly explain how Betterfi works, and why it is a better alternative to predatory loans
- Marketing on different apps will help reach a broader spectrum of people and build awareness for predatory loans.
- Reaches people when they actually need help (unexpected car repair at a garage).

81.1 % of TN residents are active on social media

<https://healthtechdigital.com/study-reveals-which-us-states-have-the-highest-population-on-social-media/>

Online Advertisements

- 90.4% of people in Chattanooga have access to internet
- 71% of people that make less than \$30,000 a year use Facebook
- 42% of people that make less than \$30,000 a year use TikTok
- Outreach
- Relatable
- Easily accessible
- Convenient
- Attention grabbing

U.S. Census Bureau QuickFacts: Chattanooga city, Tennessee
<https://www.pewresearch.org/internet/fact-sheet/social-media/>



Content Ideas:

- ✓ Relatable day in the life and POV style videos with the advertisement for Betterfi worked into the video
- ✓ Edits and fast videos with hooks at the beginning to reel viewers in
- ✓ Informational type videos of a user explaining how to save money
- ✓ Storytime-style videos
- ✓ Myth vs fact style videos
- ✓ Humorous skits



Ideal Advertisement Placement

Garages: HI-TECH Transmission & Auto Center and Coker Tire and Auto Service (1500 Brainerd Road), Chattanooga Oil & Performance (5924 Brainerd Road)

Auto Stores: AutoZone (3536 Brainerd Road), O'Reilly Auto Parts (1740 E 23rd Street)

Walmart: 2020 Gunbarrel Road, 490 Greenway View Drive

Community Centers: Helping Hands Community Pantry (1300 E 23rd Street), East Lake Community Center (3610 Dodds Avenue)

Thrift Stores: Ladies of Charity Thrift Store (2821 Rossville Boulevard), Goodwill (3715 Ringgold Road)

Jewelry Stores: Simple Elegance Jewelry Design (2207 E 26th Street), Southern Gold (5307 Brainerd Road)

Laundromats: Brainerd Coin Laundry (4011 Brainerd Road), Speed Wash (3102 Dodds Avenue)



Need a Ride?

We can
help
with...

betterfi

➔ **Betterfi refinances high interest predatory loans.**

➔ **Loans with interest from 200% to +400% will be replaced with 24%-28% simple interest.**

➔ **The weekly/ biweekly payments over the course of 6-18 months allow for clients to rebuild their credit.**

5646 Brainerd Rd C, Chattanooga, TN 37411 • (423) 299-4033 • www.betterfi.co

Potential Advertisements

Why

betterfi



Betterfi is a nonprofit group that can help you take control back in your life. With financial counseling and a loan calculator you can personalize your experience and repay predatory debts.

For More Info



Shown Through Numbers

TAKE THE WHEEL FIGHT PREDATORY LOANS

Borrowed	\$3800
Monthly Payments	\$800
Owed after 6 Months	\$4350
BetterFi Refinanced for	
18 Monthly Payments	\$298



Loan Agreement
Principal: \$1950
Monthly Due: **\$445**

X *John Doe*

After a year of this monthly payment, John still owed \$2,868
- 147% of the original amount borrowed - with BetterFi he
payed it all of at \$151/mo for 24 months

Initial Principal: Original amount borrowed
Outstanding Principal: Amount still owed
Interest: Lender's fee (percentage of
your outstanding principal)

Watch Out!

Your monthly payment
could include interest
and fees making it
near impossible to ever
pay off the loan.

Stuck in a loan like this
or looking for a
lender?

betterfi
is here for you.

