BetterFi Consulting:

Loan Comparison & Advertising Strategy

Tenant & Housing Support:
Prioritizing Impact Across Tennessee Counties



Addressing The Predatory Loan Problem in Tennessee

$500M+ in predatory loans issued annually in Tennessee

$1B+ Tennesseeans pay more than in interest and fees each year

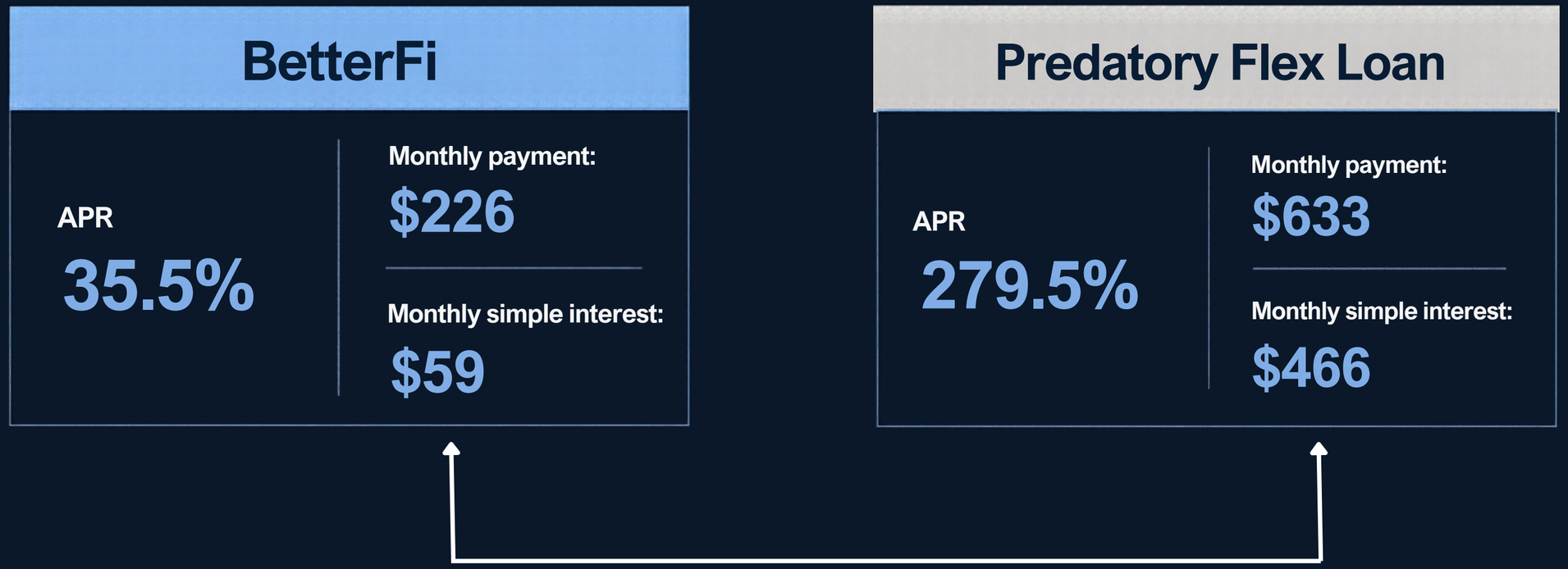
460% APR as high as 460% on payday, title, and flex loans

BetterFi Solution

$330K+ in affordable credit provided saving clients $3.2 million + vs. predatory loans.

Utilities / Rent Loan Cost Comparison

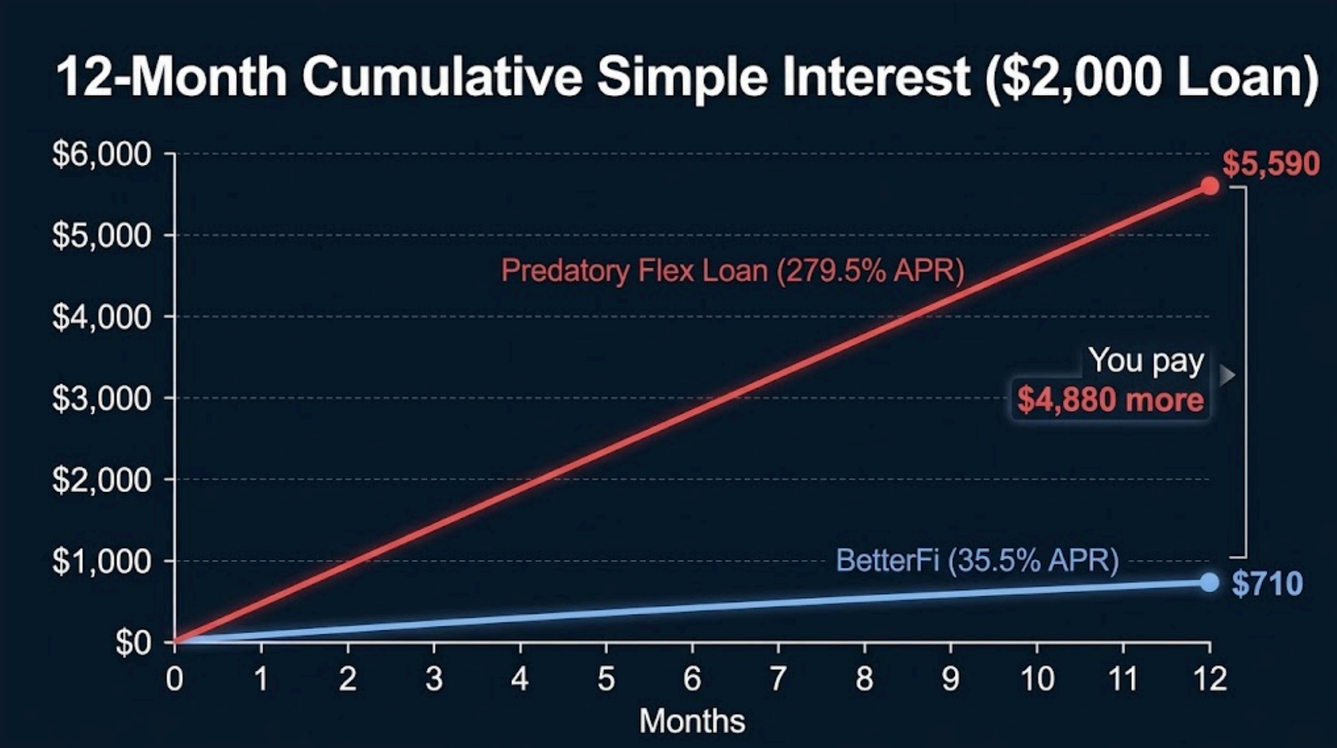
A $2,000 loan by the month



Over 7x as much

Utilities / Rent Loan Cost Comparison

A $2,000 loan over 12 months



You pay $4,880 more with a predatory flex loan.

Target Demographic

Average Income of BetterFi clients

$26,004

Annually

Adults with an income of less than $25k are 9% more likely than average to use TikTok.

44% of U.S. transit riders make less than 25k annually

Marketing Recommendations in Chattanooga

Primary Strategy

Implement digital targeting to focus on subprime borrowers with smartphones and internet use

Secondary Strategy

Use bus panels to reach transit dependent audiences

Deploy junior posters to target areas along key commercial roadways



Digital Outreach

79%
Own a smartphone

65%
Have home broadband

90%
Use the internet

Adults with an income of less than $25k are 9% more likely than average to use TikTok.

Opportunity to partner wth Sewanee, summer internships.

Post videos using the 3-5 rule. Combine broad, medium, and hyper-specific tags. #RentHelp, #InstantCash, #MoneyTips



https://www.pewresearch.org/internet/fact-sheet/internet-broadband/

Why Youtube?

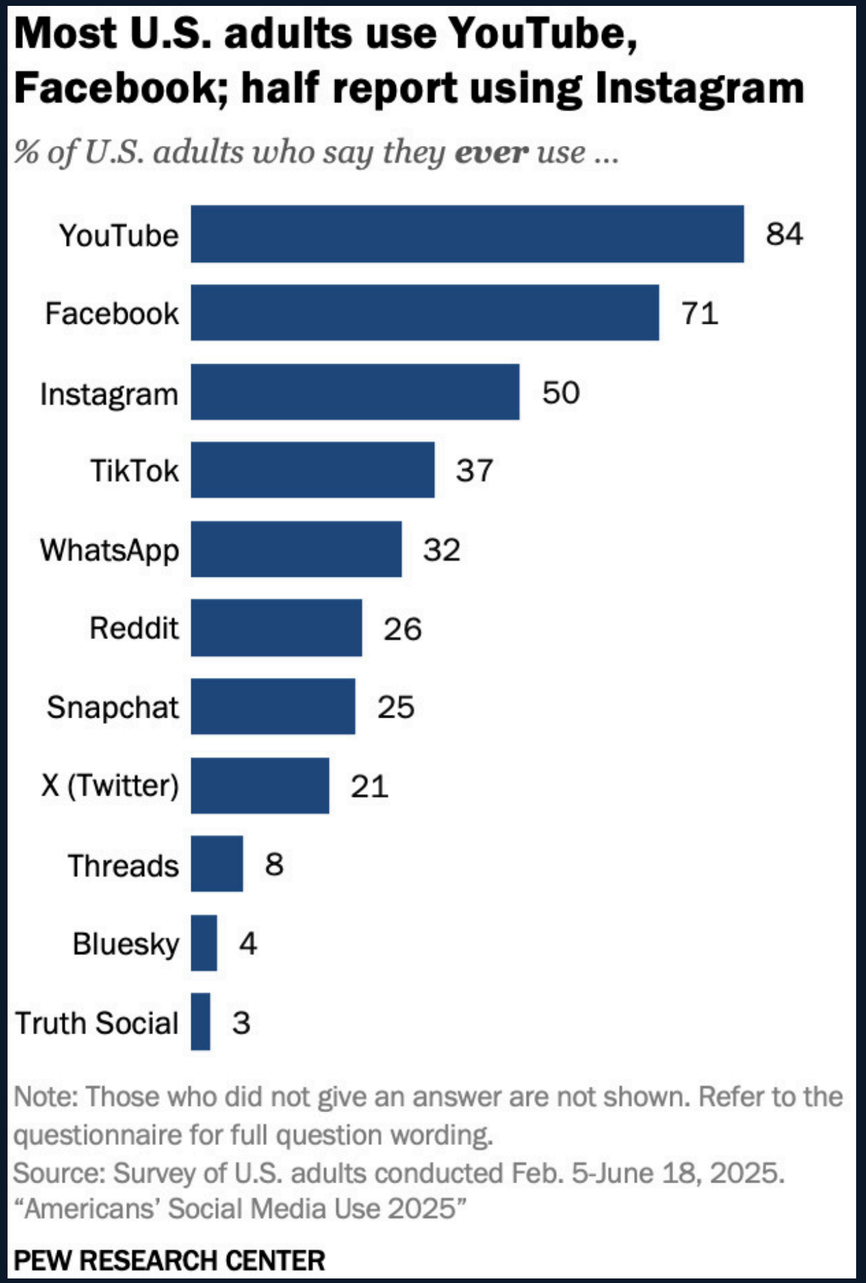
And why it's different than Facebook.

Direct + Targeted

Can filter who sees your ad by location, income, homeownership status, device used, and video selection.

Unskippable

Can run ads that are unskippable, up to 15 seconds long that play before, after, or during a selected video.



https://support.google.com/adspolicy/answer/16700846 https://support.google.com/adspolicy/answer/16700443?sjid=5681709199039545802-NA

Advertising Placement Options & Costs

Junior Posters

$600 - $800 per 4 weeks

- Street-level panels on commercial streets

Ideal for direct retail traffic

- Combat quick loan ads in these areas.

Bus Panels

$420 - $707 per 4 weeks

- Placed at high-foot-traffic transit points

Highly targeted to low-income populations and income average



https://www.outdooradvertisingguide.com/tennessee-billboards.php

Overall Strategy

Combine targeted digital and physical advertising to increase impact and outreach in Chattanooga.



ECON 120 | **Caleb, John, Knox, George, Scotty T**