



# Seize the opportunity in-store this Afterpay Day.

## If you're a frontline team member.



### Get your team ready.

Scan the QR code to access our Education Hub to view our training. It's here that retail teams learn how to maximise every sale opportunity.



### Keep this checklist at the POS.

Download and print this Afterpay Day Checklist Guide to keep at your point of sale.



### Be aware of your offer.

Print and fill out this Afterpay Day offer poster so every team member is aware of the in-store offer. **Download** this from the toolkit below.



## If you're an operations lead.



### Let your customers know.

Scan the QR code to download the in-store marketing toolkit. Here you'll find downloadable assets, as well as tips and training to drive customers in-store.



### Spruce up your store.

57% of customers would switch to a store that offers Afterpay...<sup>1</sup> so make sure you maximise exposure by placing your Afterpay visual assets throughout your customer's path to purchase in your store.



### Make some noise.

60% of Gen Z shoppers use social media to discover new brands & products.<sup>2</sup> Visit the toolkit for social assets to get this audience hyped.



1. AlphaBeta Afterpay Analysis, March 2020

2. Millennials & Gen Z in Australia: Next Gen Index, September 2021