

afterpay day

August 17-20

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.



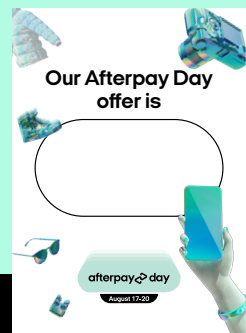
Keep this checklist at the POS.

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...¹ 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.² 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

