

SOCIAL MEDIA PLAYBOOK



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INTRODUCTION

At Progressive Leasing, we're committed to providing a better purchase experience for all consumers with imperfect credit. This guide helps further that commitment by supporting our retail partners in using Progressive Leasing's social media assets. By utilizing our expansive library of copy, photos, and videos, you'll build engaging and compelling content, helping to create new and loyal customers alike. Let these examples inspire your social media campaigns, as we work together to make a positive impact for consumers with imperfect credit.

SOCIAL MEDIA ASSETS

Progressive Leasing's social media assets provide over 500 images, catering to more than seven different verticals celebrating various occasions, holidays, and seasons. Downloading a kit that best suits your business is as easy as clicking <https://progleasing.com/retailer-social-kits/>. You can even customize our kits with your logo, helping create engaging promotions that align seamlessly with your brand.

The following instructions will guide you through the process of ensuring content compliance and providing consistent communication with your customers.

WHO IS THE LEASE-TO-OWN CUSTOMER

THE LTO CUSTOMER PROFILE

Our Social Media Guide is designed to help connect you with your lease-to-own (LTO) customers—dynamic, diverse individuals who appreciate the convenience and flexibility of lease-to-own options.

What Your Customers Want:

- To purchase items using LTO
- To feel valued and empowered
- To build credit

Your customers:

- Are tech-savvy
- Have an active online presence
- Engage with social media, blogs, posts, and viral videos
- Conduct online research before making decisions

Our social media assets provide the perfect tools to engage this dynamic audience, allowing you to showcase the advantages of your LTO program and speak to your customers' needs.

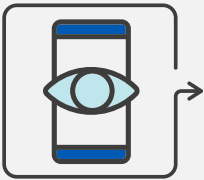
Download the kit at proleasing.com/retailer-social-kits/ and embark on a creative journey that speak to your customers.



CAMPAIGN INSIGHTS

The following is a sample campaign executed by Progressive Leasing demonstrating the power of social media and its impact on conversions. This campaign's insights provide a clear overview of how social media can be an influential tool in driving conversions and achieving remarkable results.

Date Run : 1/1/2022 - 12/11/2022
Channels: Desktop, Mobile, Tablet
Objective: Cost Per Funded Lease

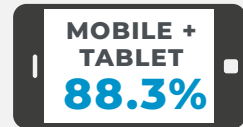
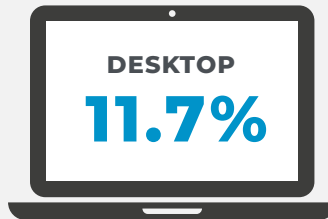


**TOTAL
IMPRESSIONS:
24,733,279**

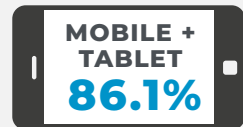
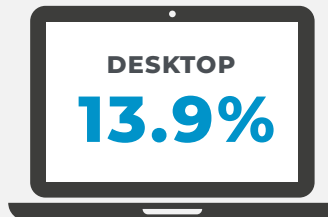


**CONVERSIONS:
87,308**

IMPRESSIONS BY DEVICE



CONVERSIONS BY DEVICE



LEVERAGING PROGRESSIVE LEASING'S ASSETS ON SOCIAL MEDIA

Our aim is to empower you with impactful visual examples that demonstrate effective social media communication. By utilizing these assets, you'll create engaging content that resonates with your audience and maximizes social media impact.

When crafting your social media post, consider these key elements:

ELEMENTS OF A SOCIAL MEDIA POST:

- **Headline** - Bold introductory statement/text to grab viewers' attention
- **Copy** - Text, images and/or videos conveying your narrative/story
- **Call to Action (CTA)** - Words or phrases that prompt the user to a specified action
- **Disclosure** - Information about Progressive Leasing's services that must be made know to the consumers



By combining these elements with our assets, you can create compelling posts that effectively connect with your audience and maximize your social media efforts. Download the kit at <https://proleasing.com/retailer-social-kits/>

IMAGES

Effective social media requires images conveying quality content and impactful storytelling. At Progressive Leasing, our curated imagery is **fresh, vibrant, and people-focused**, **representing the diverse consumer base we serve**. Here are some tips to keep in mind for a compelling social media presence:

- **Audience Engagement:** High-quality images which are visually appealing will draw your audience in and encourage them to interact with your content.
- **Brand Representation:** Use imagery that reflects your company's values and connects with your target audience. This reinforces your brand's message and fosters brand loyalty.
- **Effective Communication:** Speaking to your customers' needs is at the heart of building lasting, successful relationships.



VOICE AND TONE:

Crafting a captivating voice and tone on social media is all about connecting with your audience. It's how we build relationships, clear up confusion, and provide helpful information. Followers should feel valued and understood, and know we respect their time and opinions.

By following these tips, you can create an authentic and engaging social media presence that resonates with your audience:

- **Know Your Audience:** Understanding your audience's preferences, interests, and communication style is crucial. Tailor your voice and tone to be more relatable and engaging with your customers.
- **Stay Consistent:** Establish a consistent voice across all your social media platforms. Whether it's lighthearted, informative, or professional, maintain the same tone throughout.
- **Be Authentic and Personable:** Communicate in a way that humanizes your brand. Interact with your audience in a friendly and approachable manner.
- **Keep it Simple and Clear.** Effective messaging requires language that's straightforward and easy-to-understand.

PROGRESSIVE LEASING LOGO

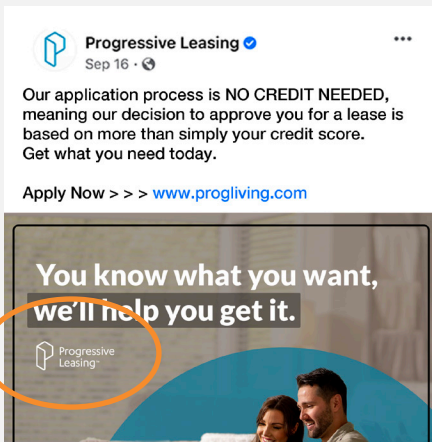
The Progressive Leasing logo is a trusted symbol for retailers. When used in marketing, our logo shows customers you offer a reliable leasing solution. The logo represents financial flexibility and inclusivity, making lease-to-own options appealing to shoppers. Retailers should use the logo consistently and properly to create a strong brand presence, driving growth and building customer confidence.

The Progressive Leasing logo consists of two main elements:

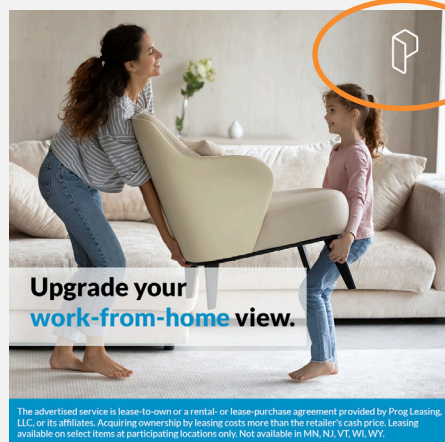
1. Our Progressive Leasing name: [Example A](#)
2. The Progressive Leasing “P”: [Example B](#)



The logo is embedded in all the social media collaterals and should not be removed or edited.



EXAMPLE A



EXAMPLE B

CALL TO ACTION LINK FOR POSTINGS:

You may link your CTA to:

- The Progressive Leasing landing page URL: <https://progleasing.com/>
- Your respective landing page

COMPLIANCE

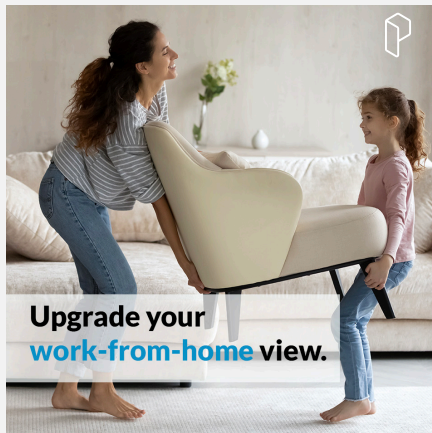
Progressive Leasing and our retail partners are subject to applicable federal and state laws and regulations, and regulatory guidance. [Our Advertising Guide](#) includes the disclosures required to comply with certain requirements. These standards, along with our [Retailer Procedures](#) will help you advertise Progressive Leasing in a transparent and compliant manner.

When Using Progressive Leasing's Social Media Assets:

- The image and respective text disclosure must be represented together.
- The text disclosure should not be cropped off from the image.



DISCLOSURE = COMPLIANT



NO DISCLOSURE = NON COMPLIANT

DOWNLOADING SOCIAL ASSETS

All logo files and holiday inspired photos can be downloaded for use in our Retailer section:

<https://progleasing.com/retailer-social-kits/>

CONTACT

For more information, please reach out to your respective Progressive Leasing Area Representative.

CONCLUSION

As a valued retail partner of Progressive Leasing, we appreciate your collaboration and trust. Social media is an indispensable tool for strengthening your brand and driving revenue through LTO offerings.

Elevate your brand and create unforgettable shopping experiences with our retailer-exclusive social media kits.

Download the kit at <https://progleasing.com/retailer-social-kits/> to make every post count!

For more information contact marketing@progleasing.com



Progressive
Leasing™

