



## THE REGULAR PAYMENTS MARKETING COMPANY

### Overview

At the Regular Payments Marketing Company (RPMC) we specialise in creating tailored marketing strategies that drive the growth of regular payments in your business.

### Who will benefit

Aimed at any organisation collecting regular payments including memberships, subscriptions, household bills, services or insurances as well as regular B2B invoicing, we work with billers direct or can work with PSPs, consultancies, Bacs bureau or solution providers to differentiate your services, and drive customer and therefore your own business growth.

### Our proposition

Growing your regular payments customer base can help to reduce costs, increase customer loyalty and drive predictable cashflow. Regular payments such as Direct Debit or Variable Recurring Payments (VRPs) can assist customers to make bills more manageable, to align bills to income patterns and result in reduced unpaids and defaults.

For PSPs, bureau and solution providers, offering payments marketing consultancy to your customers adds a point of differentiation in a crowded market, enhances the customer experience of your business and drives growth for you and your customers.

### Mike Hutchinson

#### Director

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### What makes us stand out?

With a unique understanding of consumer usage and attitudes towards Direct Debit and regular payments and over 30 years experience in payments marketing for Bacs (the people behind Direct Debit in the UK), we have successfully worked with billers large and small, across business sectors as well as with banks, Bacs bureaux and solution providers.

### Why RPMC?

*"There can't be many people with as much experience and understanding of Direct Debit marketing as Mike. If anyone with a responsibility for payments is looking for help and insight and doesn't know Mike, it's time you did!"*

Richard Cooper

Executive Director - Solutions and Network Expansion, NCR Atleos

### Local Authority

- 12.7% council tax mailing response
- 1.7 x previous campaign response
- 2.8 months campaign payback

### Energy

- Short copy 70% uplift on long copy test
- Adding discount increased response by 62%

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