

5

Simple steps to **DRAMATICALLY INCREASE** your ATM Transactions!



1. Place the ATM in a Highly Visible Spot

If customers don't know you have an ATM, they can't use it. Place your ATM in a high-traffic location within your business. The ATM should be the first and last thing your customers see.

2. Clear the Space Around the ATM

How many times do you walk into a business and can hardly see the ATM because of all the boxes or displays surrounding it? Clearing the space around the ATM will make it more inviting to customers, help increase transactions and help your business stay ADA compliant.

3. Keep the ATM Working 24/7

This seems like common sense but how many times do you approach an ATM and find it not working? If the ATM is not working, you're not making money. With the various apps available today to notify you via text or e-mail about errors, inactivity or low cash, there is no reason the ATM should have any significant downtime. Make sure you are up to speed on the latest technological offerings.

4. Wrap your ATM in Attention Grabbing Graphics

Look around and notice how Pepsi Cola and Coca-Cola brand their vending machines. They are branded with eye catching graphics to get your attention. It's a proven fact. A good branding graphics package will help you increase transactions and will lend credibility to the machine. If the consumer trust it, they are more likely to use it. If you really want to ramp up transactions, start a relationship with a bank or credit union and brand it with their logo. The trust factor is increased exponentially.

5. Let Customers Know You Have An ATM

Let customers pulling up to your business know you have an ATM inside. Window signs, pump decals, roadside banners and hanging back-lighted signs are all cost-effective ways of marketing your ATM. And, by creating a brand-specific packaging matching the ATM wrap, you'll lend even more credibility to your ATM program.

Adhere to these 5 simple steps and you will maximize your ATM profit!