



Creating a Successful Payment Plan Experience

With the importance of contactless and remote learning, it's never been more important to have a variety of easily accessible payment options visible on your website. Payment plans are a great way to make sure tuition gets paid on time – but it's important to make them simple for parents and students to set them up. Here are a few steps you can take to make sure your payment plan experience is smart for everyone.

A Step-by-Step Guide to Promoting Payment Plans Online

1. Identify the people who run your institution's website.

A few of the most common places to start might be your institution's marketing or IT departments. If you give your account manager their contact information, they can help you reach out with resources that make payment plan availability clearer to students and families.

2. Consider where payment plans are listed on your website.

If a parent or student wants to enroll in a payment plan, is the information easy to find, or do they need to do a lot of digging? Once they find the information they need, is it clear enough to get them where they need to go?

In areas that talk about financial information, financial aid, or payments, think about adding a short, but clear, section that covers payment plans. As a Nelnet Campus Commerce partner, you can send families to your tailored MyCollegePaymentPlan.com, where they'll easily be able to find your institution's branded landing page.

3. Get the word out (we can help with this).

Marketing materials are at your disposal, so you can make students and families aware of payment plans. Ensure your steps to enroll in a payment plan are accurate on social media graphics, digital and on-campus signage, your website, and a number of other materials.

4. Check in with your Nelnet Campus Commerce account manager.

We're here to serve you. Contact your account manager once you've gathered all of the details (or just want to know where to start). They can help with details, ideas, or methods to promote payment plans effectively.