

Adding Cherry to Your Website

This document guides merchants on how to best integrate Cherry into their websites. Here's what we'll cover:

1. Create a Page for Cherry on Your Website
2. Add Links and Banners to Your Cherry Page
3. Add Content to Your Cherry Page
4. Other Situations

When you're ready to add Cherry to your website, forward this document to your webmaster or web designer. If that's you, jump to the next page.

Need an example?

Here are some of the best examples we've seen from partners. Use these for inspiration:

- <https://www.majesticaestheticswellness.com/payment-plans/>
- <https://www.rejuvenate-md.com/payment-plans>
- <https://bellatoxboutique.com/payment-plans/>

Need extra help?

Cherry has additional resources available. If you need marketing assets, artwork, or have technical questions, you can request a Cherry website implementation specialist to assist.

✨ Let's make some magic happen! ✨



1. Create a Page for Cherry on Your Website

We highly recommend having a page on your website dedicated to Cherry rather than briefly mentioning that you offer payment plans. Providing patients with more information about how Cherry works will make them more comfortable with the financing you offer, and we've seen more conversions and Cherry applications for practices that have a specific Cherry page on their website.

A unique Cherry page serves as a home for additional resources and a destination for inbound marketing you may be running on social media.

Unique Cherry Page

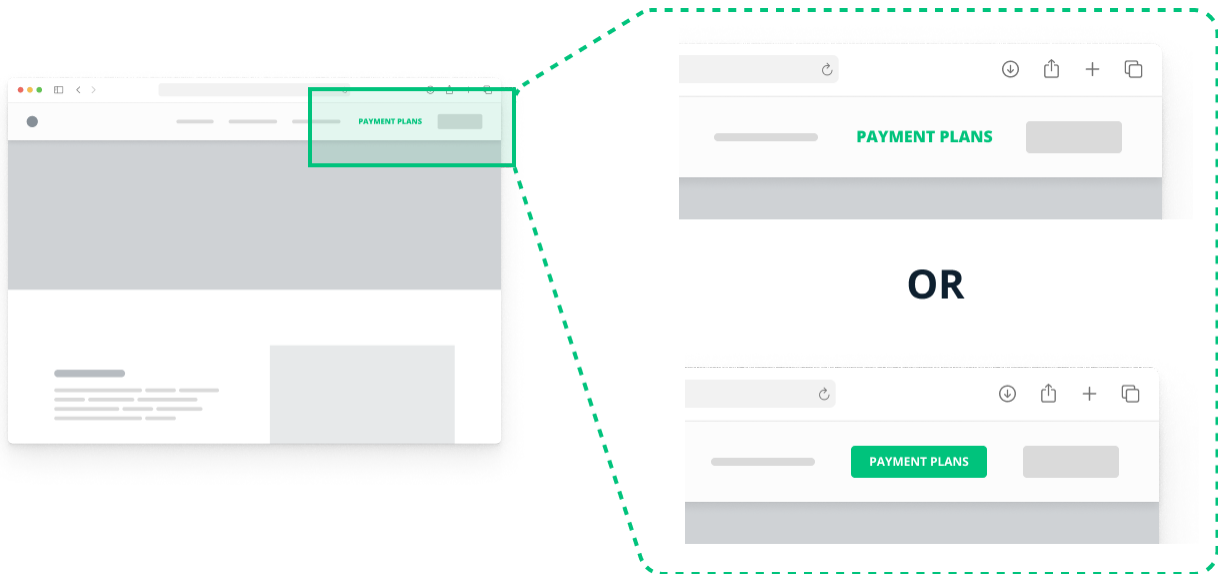
If you're using a platform like Wix, GoDaddy, Square, SquareSpace or Shopify, click a button that says "add page" or "create new page." The page will be blank for now -- that's okay. We'll add content later.

- Give your page a **unique URL**. For example:
 - YourWebsite.com/[Cherry](#)
 - YourWebsite.com/[WithCherry](#)
 - YourWebsite.com/[PayWithCherry](#)
- **Title** your page the same as the chosen URL
- Put the page at the **highest level** you can in your page structure
 - The higher up it is, the easier it is to find.
 - It will show more prominently in search results.
 - Depending on how your website is built, this may automatically place a link in your main navigation. See step 2 for more instructions.
- Set a **Meta Description** - the descriptive text that appears in search results:
 - *Cherry is a payment plan designed for health, beauty, and wellness procedures. Easy monthly payments, no hard credit check, 30-second approval.*

2. Add Links and Banners to Your Cherry Page

Once your Cherry page is created, you'll need an easy way for patients to find it while visiting your website. Let's add some links and banners.

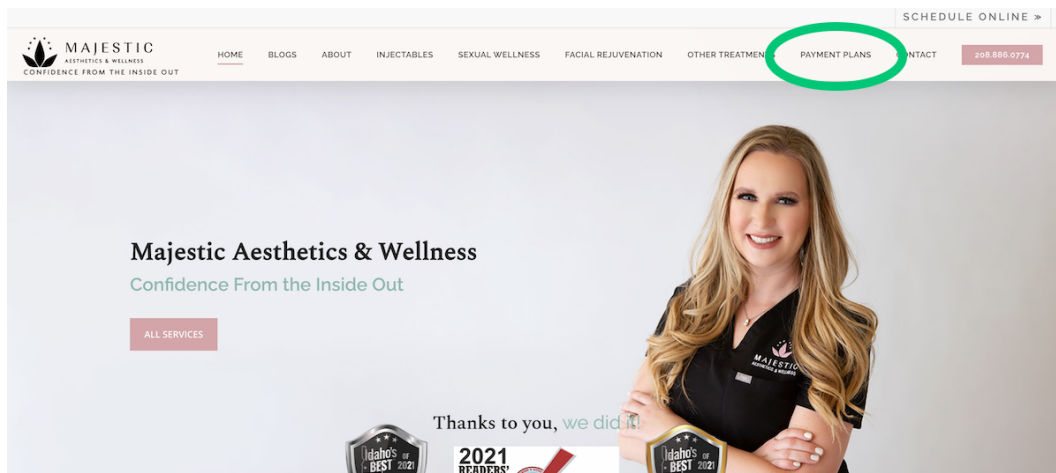
Navigation Link



Your main navigation is the primary way users get around your site.

- Add a **button/link** to your website in the main navigation area. This button/link will go to your newly created Cherry page.
 - Usually at the top of the page
 - This might be in a slide-out panel or menu button (☰), especially in mobile
 - link/button label: *Payment Plans* or *Payment Options*

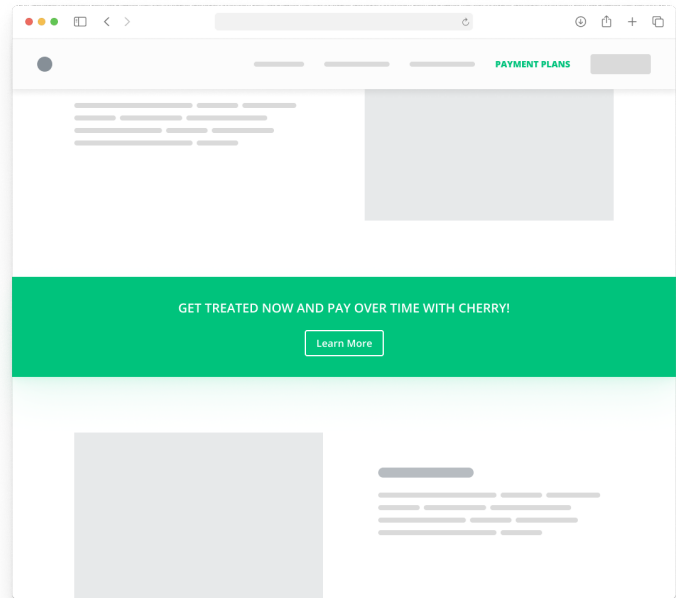
Examples



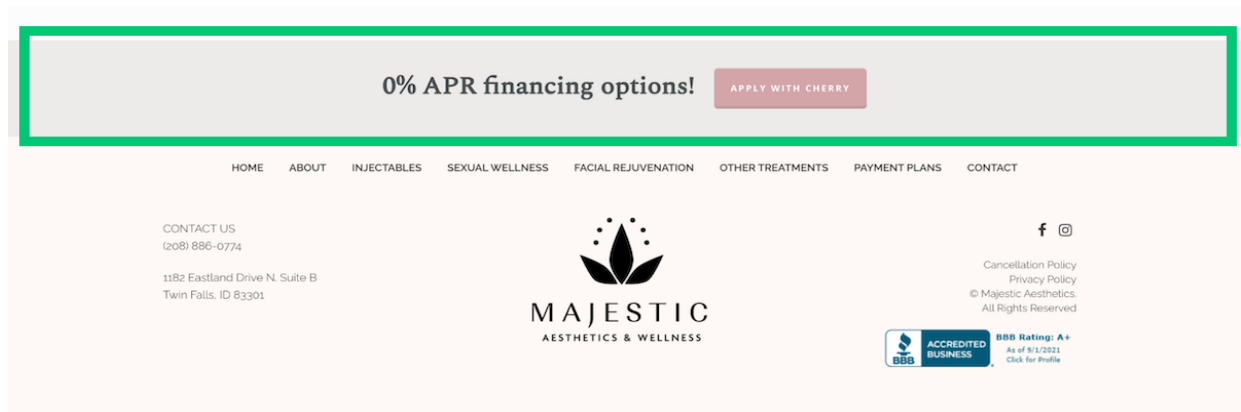
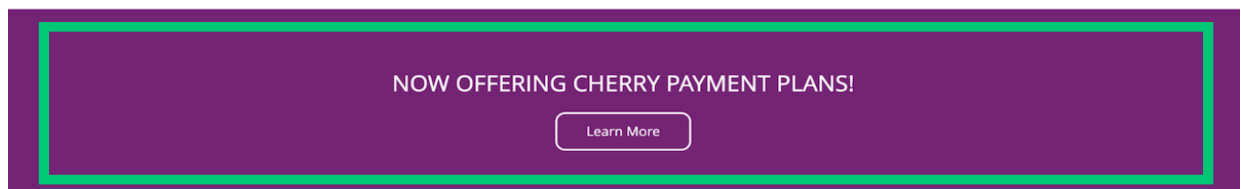
Homepage Banner

A prominent banner will be obvious to users who are already familiar with your website and might overlook your new navigation link.

- Add an **announcement banner** on your homepage
 - Banner should be colorful, prominent, full-width, near the top of your homepage
 - Banner text: *Now Offering Cherry Payment Plans!*
 - Banner Button text: *Learn More* or *Apply Now*
 - This banner will also link to your newly created Cherry page
- Alternatively, place the banner near or inside your footer so it shows on all pages



Examples



3. Add Content to Your Cherry Page

Once a patient visits your page, it's time to explain the benefits of Cherry, pre-qualify patients, and lock in their commitment to produce revenue for your practice.

Written Content

Below is a template that makes it easy for you to include everything you need to say about Cherry on your website. We recommend you use this template -- it has specific language that explains who Cherry is, shows how we work, and sets proper expectations.

Copy and paste this for the written sections on your page.

What is Cherry?

Get treated now and pay over time with Cherry. Cherry is a payment plan designed for your health, beauty, and wellness needs and procedures and allows you to make convenient monthly payments.

3 Reasons Why You'll Love Cherry

1. Cherry qualifies patients for up to \$10,000.00
2. There is no hard credit check
3. Cherry offers zero percent financing options*

*0% promo APR is subject to approval. Regular APR 9.99% – 35.99%. Down payment may be required.

Button

APPLY WITH CHERRY

Link: pay.withcherry.com/Your-Unique-Link

How does Cherry work?

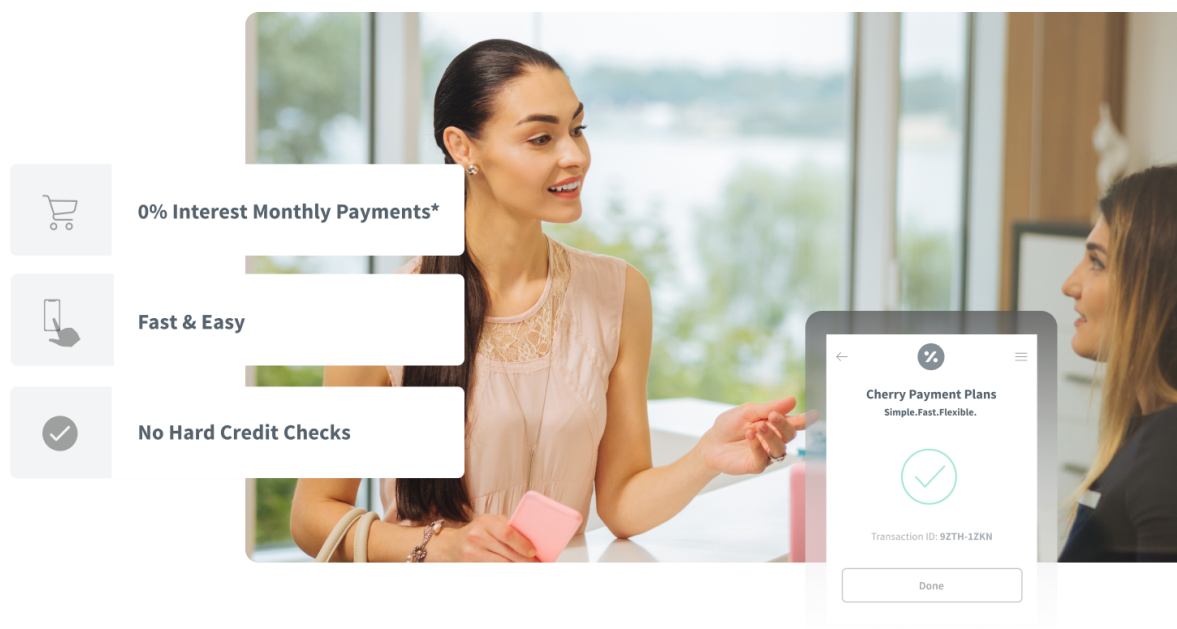
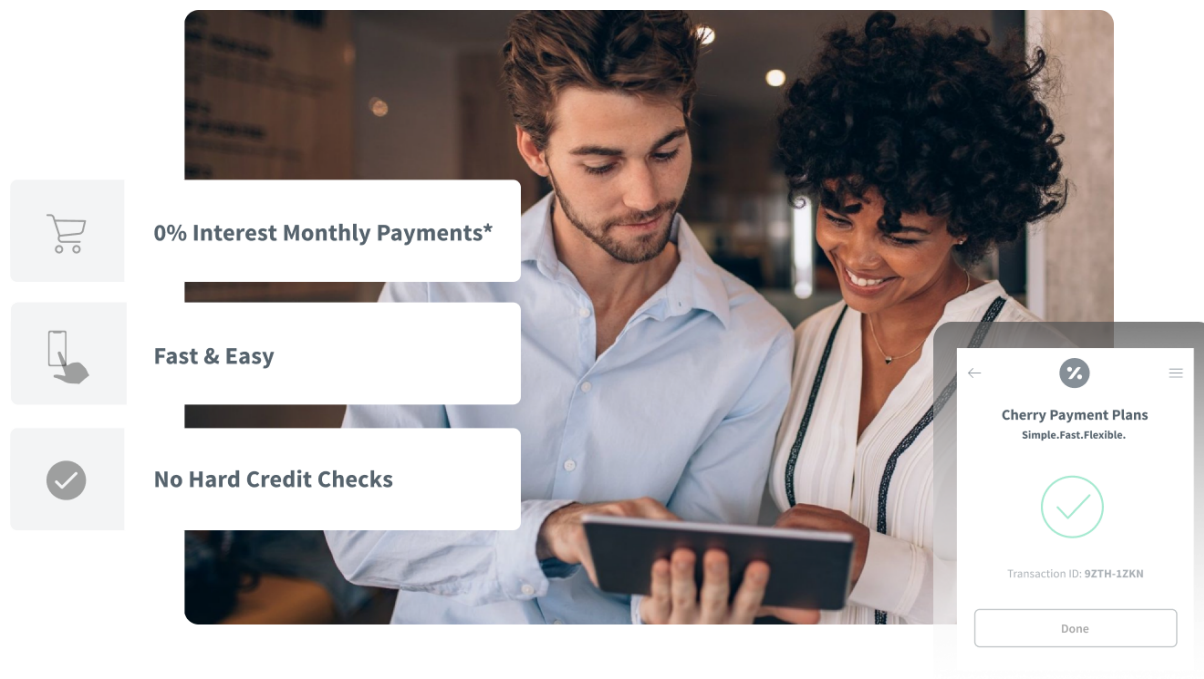
Cherry performs a soft credit check, which does not hurt your credit score, to determine approval amounts and contract type, as well as to verify applicant identity. Cherry may ask for additional information from some borrowers in order to determine approval amounts.

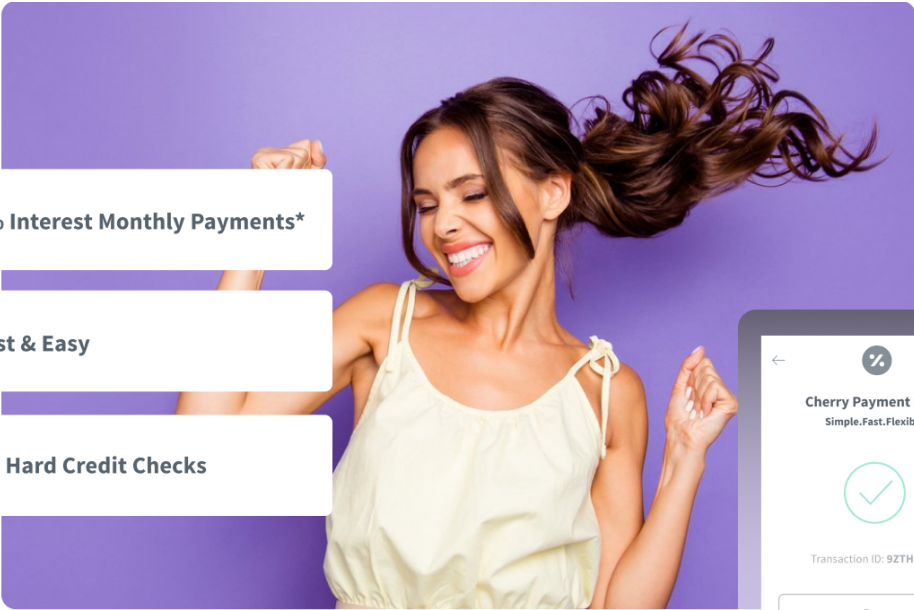
Patient Requirements


1. Patients must be at least 18 years of age
2. Patients must have a valid bank issued debit card

Visual Content & Images


These images can be placed above, below, or next to written content to make your cherry page more visually appealing.








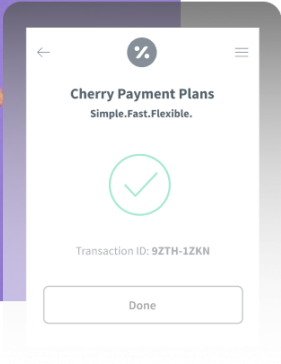
0% Interest Monthly Payments*





Fast & Easy




No Hard Credit Checks








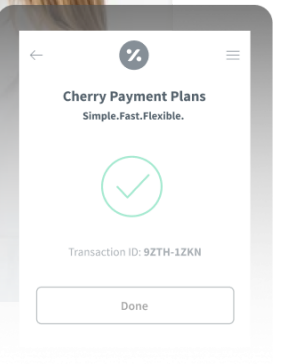
0% Interest Monthly Payments*



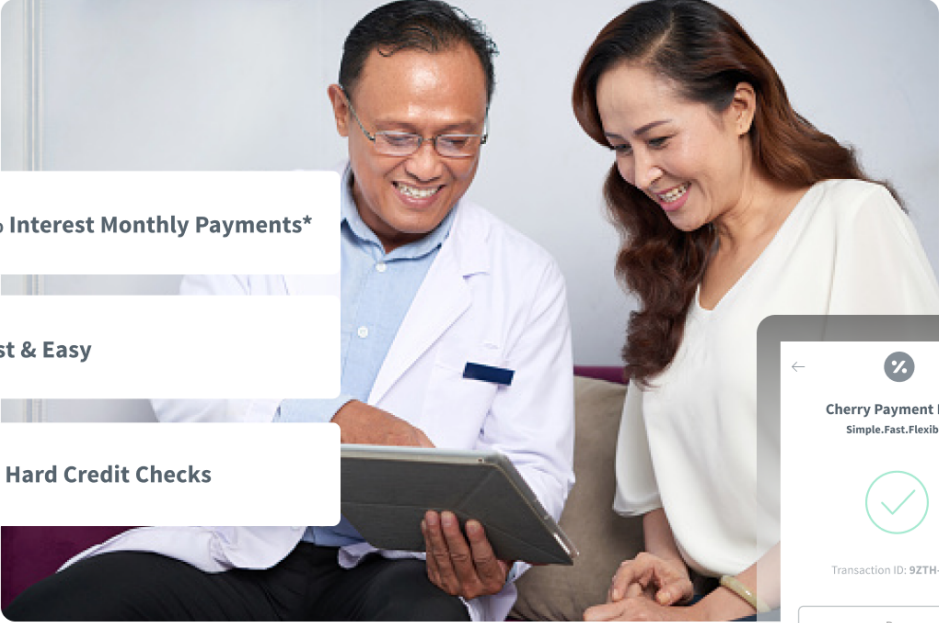
Fast & Easy




No Hard Credit Checks











0% Interest Monthly Payments*



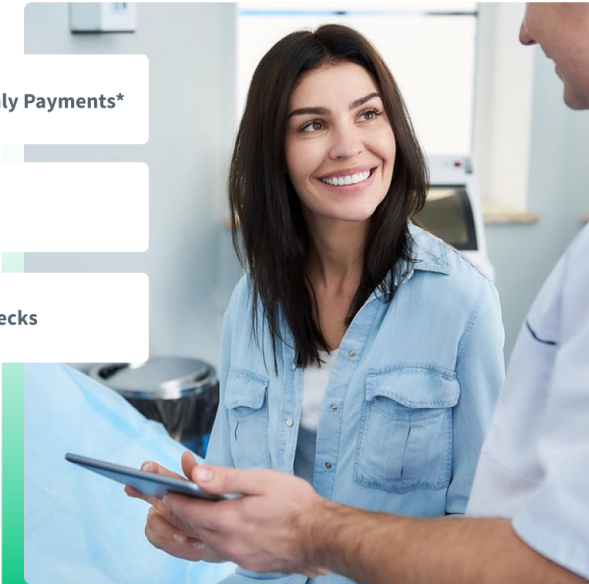
Fast & Easy

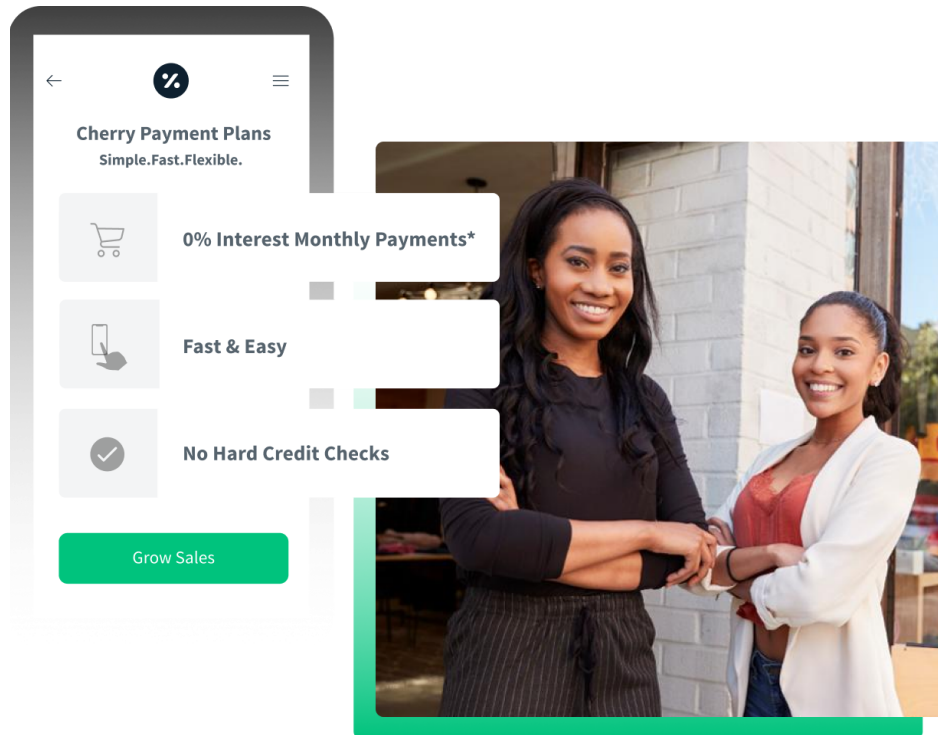


No Hard Credit Checks

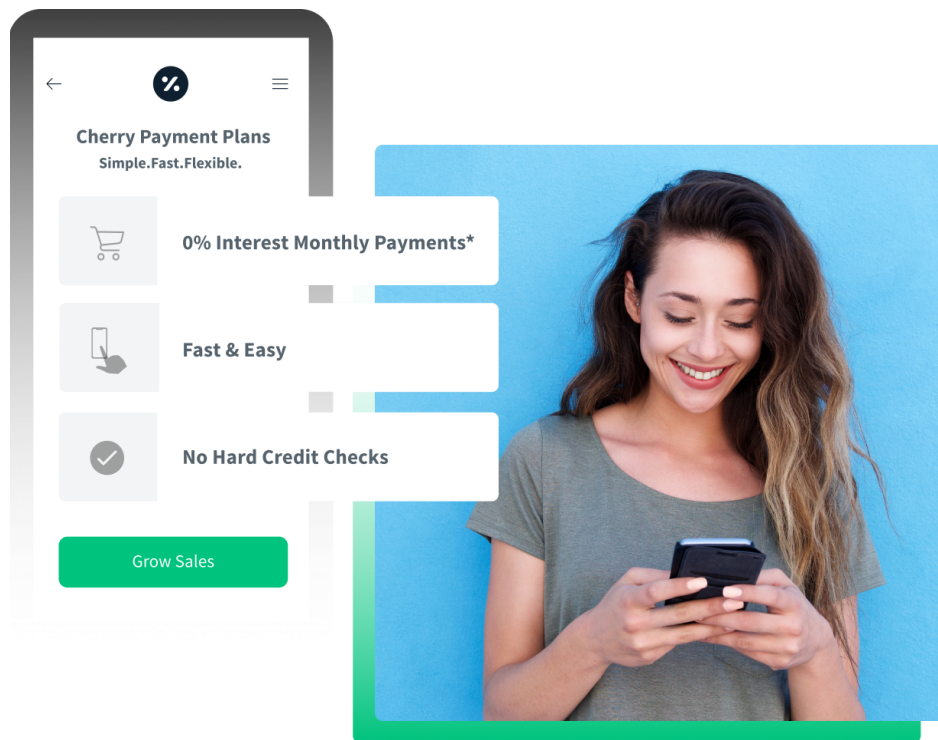
Smartphone screen showing the Cherry Payment Plans app interface. The screen displays the Cherry logo, the text "Cherry Payment Plans Simple.Fast.Flexible.", a large green checkmark, the transaction ID "Transaction ID: 9ZTH-1ZKN", and a "Done" button at the bottom.

Smartphone screen showing the Cherry Payment Plans app interface. The screen displays the Cherry logo, the text "Cherry Payment Plans Simple.Fast.Flexible.", three feature cards: "0% Interest Monthly Payments*" with a shopping cart icon, "Fast & Easy" with a hand pointing to a screen icon, and "No Hard Credit Checks" with a checkmark icon. At the bottom is a green "Grow Sales" button.



The top section features a mockup of the Cherry Payment Plans app on a tablet. The app interface includes a back arrow, the Cherry logo, and a menu icon. Below the header, the text "Cherry Payment Plans" is followed by the tagline "Simple.Fast.Flexible.". Three feature cards are displayed: "0% Interest Monthly Payments*" with a shopping cart icon, "Fast & Easy" with a hand holding a smartphone icon, and "No Hard Credit Checks" with a checkmark icon. A green button labeled "Grow Sales" is at the bottom. To the right of the app mockup is a photograph of two smiling women, one in a black top and the other in a white blazer, standing in front of a brick wall. A green vertical bar is on the left side of the photo, and a green horizontal bar is at the bottom.



The bottom section features a similar mockup of the Cherry Payment Plans app on a tablet, with the same interface elements as the top section. To the right of the app mockup is a photograph of a smiling woman with long brown hair, wearing a grey t-shirt, looking down at her smartphone. A green vertical bar is on the left side of the photo, and a green horizontal bar is at the bottom.



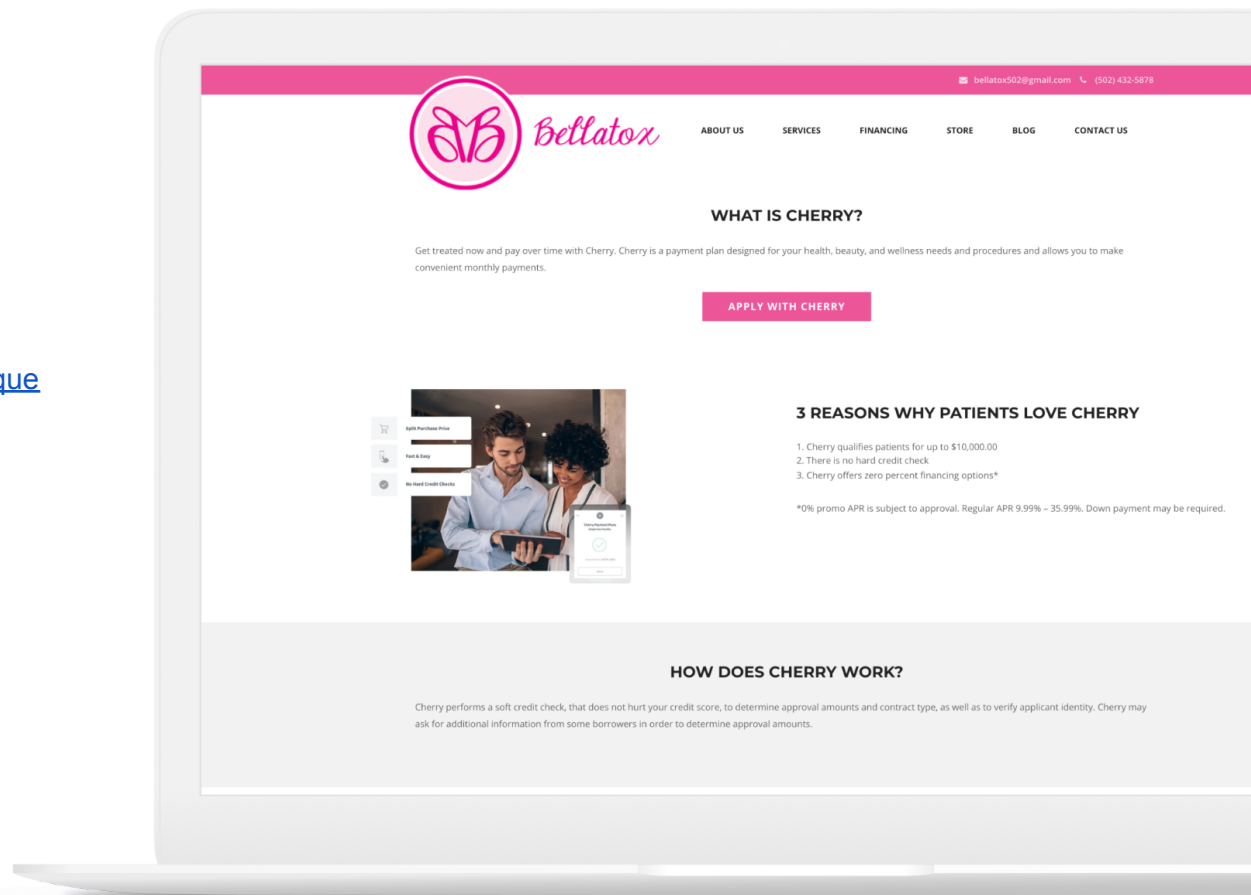
Content Best Practices

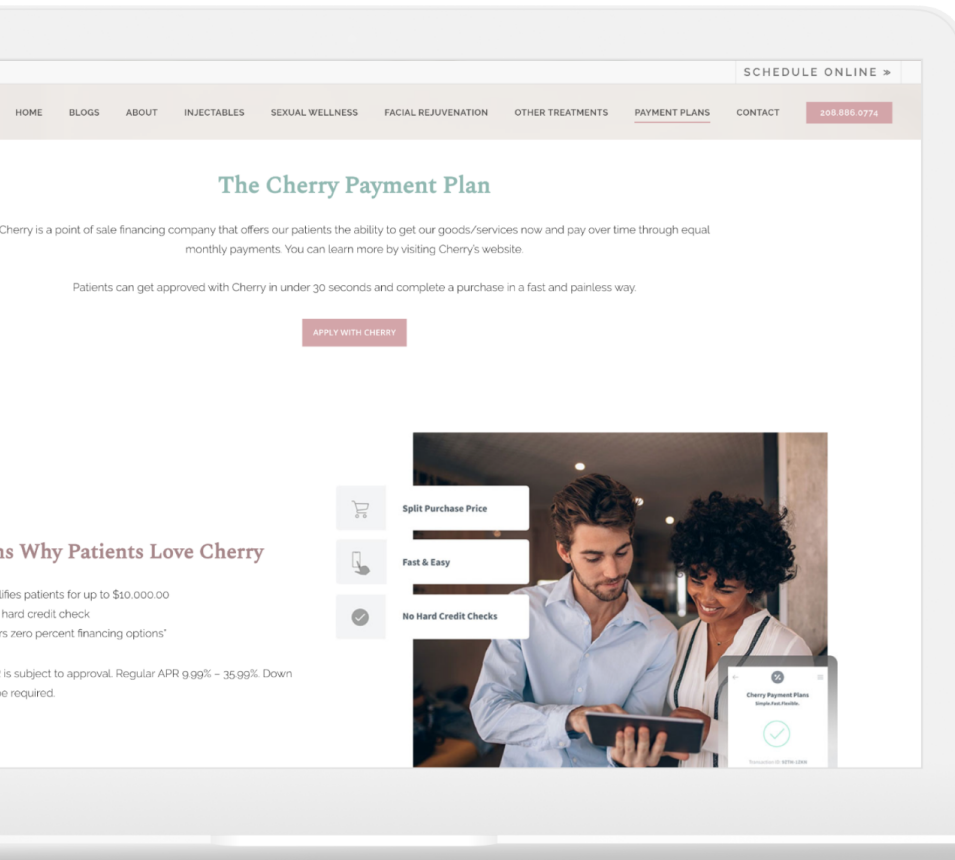
- Match your branding as appropriate. This ensures Cherry looks integrated into your website and makes patients feel confident and comfortable using it
- Your button should read “Apply With Cherry”
- Your button links directly to your unique pre-qualification URL
 - pay.withcherry.com/Your-Unique-Link

Examples

Here’s what this template looks like on some partner websites.

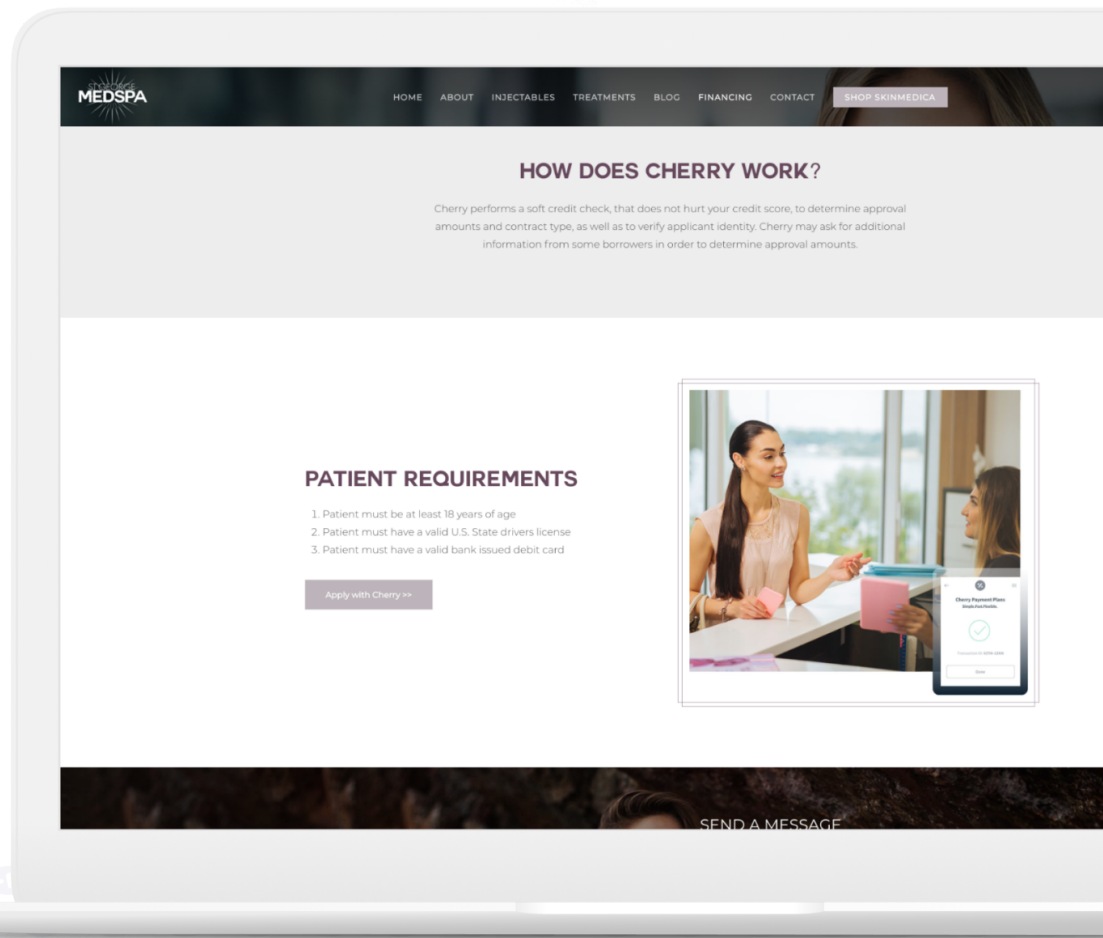
Bellatox Boutique





[Majestic Aesthetics & Wellness](#)

[St. George Medspa](#)



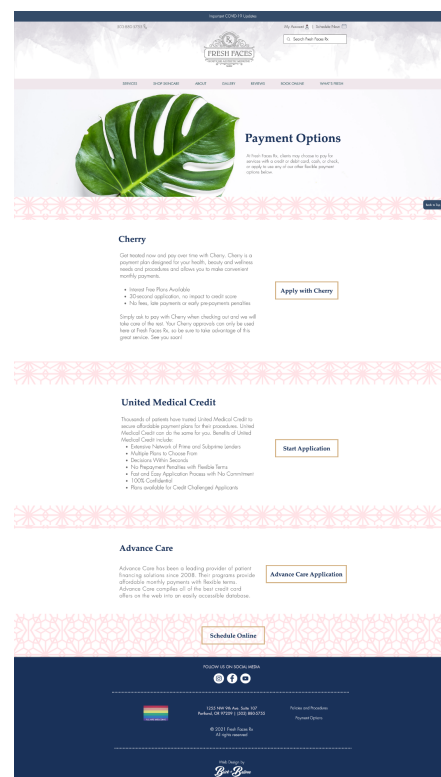
4. Other Situations

The above recommendations are our best practices. We understand this may not be possible for all merchants. Below are some common alternative situations and our suggestions for maximizing your return on Cherry.

I offer several payment plan options

We understand websites are prime real estate, and you may not have the capability or flexibility to use a dedicated page. Here's what you can do instead:

- Create a page for all your payment plans
 - [YourWebsite.com/PaymentPlans](#)
- Following step 2, add a navigation link/button that goes to this page
- Make sure Cherry is at the top of your payment plans
- In the Cherry section, include a button
 - Button text: *Learn More*
 - [YourWebsite.com/PaymentPlans/Cherry](#)
 - Follow the guidelines in step 3 for adding content and images
- Alternatively, if you can't create a sub-page, use your pre-qualification link instead
 - Button text: *Apply Now*
 - [pay.withcherry.com/Your-Unique-Link](#)



I don't want my peers to know I'm using Cherry

We get it, Cherry offers a competitive advantage and you want to maintain that edge. Here are some tips to promote Cherry without giving away your best kept secret:

- Follow our recommendations, but don't use the word "Cherry"
- Make sure branding closely matches your website.
- Reach out to our implementation specialists for branded images as needed
- Use this modified written template for content:

What are payment plans?

Get treated now and pay over time. We offer payment plans designed for your health, beauty, and wellness needs and procedures, allowing you to make convenient monthly payments.

3 Reasons Why Patients Love Payment Plans

1. Qualify for up to \$10,000.00
2. There is no hard credit check
3. Zero percent financing options*

*0% promo APR is subject to approval. Regular APR 9.99% – 35.99%. Down payment may be required.

Button

APPLY NOW

Link: pay.withcherry.com/Your-Unique-Link

How does it work?

We perform a soft credit check, which does not hurt your credit score, to determine approval amounts and contract type, as well as to verify applicant identity. We may ask for additional information from some borrowers in order to determine approval amounts.

Patient Requirements

1. Patients must be at least 18 years of age
2. Patients must have a valid bank issued debit card