

# Pay by Bank

powered by  PLAID

Welcome to Pay by Bank, let's get rolling...

## Marketing Kit

Your Pay by Bank marketing assets have arrived!

Please refer to your welcome kit's postcard for the list of included marketing assets and a brief guide on how to place them in your store. Then take the next steps outlined on the checklist below:

### To-Dos

- Review [Marketing Guide](#) for detailed guidance on how to promote Pay by Bank
- Set up the included assets around your store according to [this planogram](#)
- Download our [digital assets package](#) to start using the Pay by Bank logo in your marketing materials
- Update your social media & website banners with the digital assets to let your customers know Pay by Bank is now available at checkout

## Store Operations

Get your team ready to roll with Pay by Bank

You'll find the [Dutchie Stash](#) resource center contains links to all your team will need to get familiar with Pay by Bank processing and promotion. To stay organized, refer to the checklist below as you work through those resources:

### To-Dos

- Review the [StoreOps Playbook](#) for all operations, administration and management resources
- Share [Budtender Training](#) with your team & ensure they complete the training
- Download & print the [register guides](#) then place them near registers for easy reference
- Download & print the [budtender posters](#) then place them in high visibility areas for employees only (ex. break room)
- If your team is using Dutchie Hub confirm your [terminals are set up & ready to go](#)

## Launch Day

The moment has arrived...

It's time to launch Pay by Bank and share your best payment option with customers. For more resources, refer back to the [Dutchie Stash](#) resource center.

### Final Touches

- [Enable Pay by Bank](#) as a payment method in-store and online
- Recap best practices for processing and promoting Pay by Bank
- Double check your marketing asset placement in-store & confirm digital assets are up to date for launch