

winning the local market with Tap2Local™

Understanding What Your Small Businesses Need

Winning the local market starts with making sure your small business accountholders don't have to go it alone.

While 71% of owners feel satisfied with their overall financial situation, daily operations tell a different story. Because the weight of running a business falls on their shoulders, **confidence is lowest in these critical areas:**

Cash Flow Management

Only 65% of owners feel confident.

Income Tracking

This remains one of the biggest drivers of financial satisfaction.

Early-Stage Hurdles

Just 52% of new business owners feel they can manage cash flow effectively.

bridging the gap between ambition and effort

The top challenges for small businesses are not abstract – they're everyday tasks like getting paid and managing invoices. Giving your accountholders tools that simplify these moments causes their interest in your services to rise dramatically:¹



Invoicing and bill pay interest climbs **+22 points.**



Payment processing interest jumps **+23 points.**



Cash flow tool interest increases **+18 points.**

building real connections with Tap2Local

When you offer Tap2Local, you transform a smartphone into a secure payments terminal with zero extra hardware.

This means your accountholders can accept all major cards and digital wallets with a single tap, making every transaction feel as easy as a handshake.

And because this tool is backed by the real people at your financial institution, you reinforce the human connections that megabanks and app-only fintechs simply can't match ... connections that help you become your community's go-to business banking partner.

launch your Tap2Local marketing campaign

Ready to win more of the local market? Skip the heavy lifting with pre-built Tap2Local assets in the Jack Henry Marketing Center™ — designed to help you target [established business accountholders](#) or reach [consumers with “side gigs.”](#)

