



Concur Expense Campaign

Includes:

- 5 email templates with links to whitepaper assets
- Expense conversation starter guide
- Questions to ask

Template 1: Myth Busters: Expenses, VAT and Mileage

Suggested Email Copy:

Hi [First Name],

I just wanted to share this great whitepaper that I got from our Partner – Concur. I read it and thought it might be something you could benefit from. It's a four-part 'Myth Busters Guide' that reveals 18 commonly misunderstood myths about business expenses, VAT reclaim on travel expenses and mileage. It's quick and informative.

[Click here](#) to give it a read, and let me know I can help take out some of the complexities of expenses in your life through automation with our partner, Concur.

As an added bonus, working with us we can get you an exclusive Advisor discount on their solution set.

SUBJECT: 18 Myths busted about expenses, mileage and VAT

About the asset:

Summary: discusses common misconceptions around expenses, VAT reclaim and mileage.

Best Use: education and conversation starter around expenses.

Audience: Finance, Accounts Payable, Sales



Landing Page Copy

Want to know about common mileage myths? Download this four-part 'Myth Busters Guide' to clear up any confusion surrounding the subjects of business expenses, VAT reclaim on travel expenses, and mileage. Automation with Concur will help take out some of the complexities of expenses in your life.

Social Media Posts:

The real facts about business mileage. Download a hot new myth busters guide now.

Ever wondered what's claimable on expenses in the UK? Download a helpful myth busters guide to find out more.

CLICK HERE TO DOWNLOAD THE WHITEPAPER

Template 2: 5 reasons businesses need to automate

Suggested Email Copy:

Hi [First Name],

Expenses automation is typically not on everyone's priority list, but with an estimated £8.2 billion paid out in employee expenses each year, 9% of which are out of policy, it might be worth making this a higher priority for your business.

With benefits like increased visibility, efficiency, and compliance why are people not automating? [Click here](#) to get a short whitepaper which discusses concerns that businesses may have and how to use technology to improve processes and make employees' lives easier.

It's for this exact reason why we have partnered with Concur to offer our clients an exclusive discount to help automate a part of the business that allows for great cost savings.

I'll touch base with you shortly to discuss how we can help you streamline your expenses processes.

SUBJECT: Excel isn't the answer. Especially when it comes to expenses.

About the asset:

Summary: discusses typical objections that businesses have around not automating and gives reasons and benefits to automation.

Best Use: initial engagement for those organisations that don't think automation of expenses is a priority.

Audience: Finance, Accounts Payable



Landing Page Copy

With benefits like increased visibility, efficiency, and compliance, why are people not automating? It's worth making this a higher priority for your business. By downloading this short whitepaper you can find out just how to make your employees' lives easier.

Social Media

It's common practice to use software to address back-office processes. So why aren't businesses automating their expenses? Download the white paper to find out

CLICK HERE TO DOWNLOAD THE WHITEPAPER

Template 3: Expenses, VAT and HMRC Compliance

Suggested Email Copy:

Dear [First Name],

Expenses, VAT, compliance and HMRC guidelines – all known to cause shivers down the spine of any finance professional... Don't worry, you are not alone. 75% of senior finance leaders wished they knew more about employee expenses and VAT reclaim.

Now take a deep breath – we are here to help! We've joined forces with Concur to provide you with this e-book to learn more about:

- *How to keep the tax man happy*
- *Nonsensical VAT rules*
- *Reclaiming VAT*
- *Interesting stats and facts from UK finance decision-makers*

[Click here](#) to download the e-book to get a grip with VAT. And don't forget, we're also here to help – with an exclusive 10% discount on a software solution to help you get on top of your VAT reclaim process.

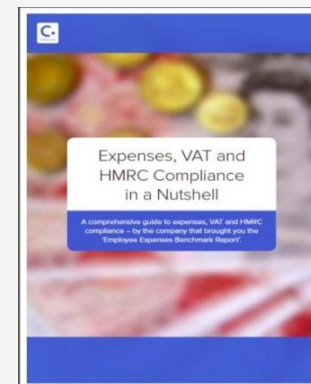
SUBJECT: Expenses, VAT and HMRC Compliance in a Nutshell

About the asset:

Summary: research commissioned by Vanson Bourne which provides a comprehensive guide on expenses, VAT and HMRC compliance.

Best Use: Great to drive urgency without being pushy for Finance roles. Good for those people who love stats and information.

Audience: Finance, Accounts Payable



Landing Page Copy

Wish you knew more about employee expenses and VAT reclaim? Simply download this ebook to learn more about:

- How to keep the tax man happy
- Nonsensical VAT rules
- Reclaiming VAT
- Interesting stats and facts from UK finance decision-makers

Social Media:

75% of finance leaders wished they knew more about employee expenses and VAT reclaim. Download this e-book to get a grip with VAT

CLICK HERE TO DOWNLOAD THE WHITEPAPER

Template 4: You've already cut costs. Now what?

Suggested Email Copy:

Hi [First Name],

You might feel you have exhausted the possibilities for managing costs and driving significant savings, and be concerned that more aggressive cost reductions would endanger the long-term success of your business.

You wouldn't be alone. So what are the smart next steps to cut costs even further?

The answer lies hidden in plain sight: your company's approach to expenses.

Read on, as we guide you through a new way of thinking about cost savings, and dig into opportunities you might not have considered or implemented – yet.

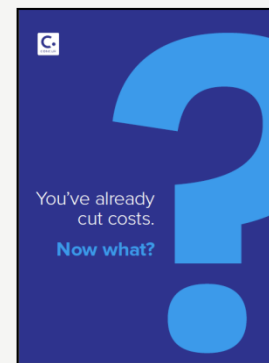
SUBJECT: You've already cut costs. Now what?

About the asset:

Summary: new way of thinking about cost savings after the last wave of cost cutting. How do you drive sustainable growth?

Best Use: education and conversation starter around hidden business costs.

Audience: Finance, Accounts Payable, sales



Landing Page Copy

Do you feel as though you have exhausted the possibilities for managing costs and driving significant savings? There is a better way. Download this file to be guided on your new way of thinking about cost savings, and dig into opportunities you might not have considered or implemented – yet.

Social Media:

Rethink your expenses process to cut, control and avoid more costs. Download the white paper to learn more.

Control your expenses before they control you. Think smart. How to spend now, to save later.

CLICK HERE TO DOWNLOAD THE WHITEPAPER

Template 5: 8 ways to make expenses less painful.

Suggested Email Copy:

Hi [First Name],

You've heard it before and the chances are you'll agree – expenses are painful!

But what if they didn't have to be?

- What if users could do their expenses on their mobile, anytime, anywhere?*
- What if finance teams could track and report on the whole process, and reclaim VAT accurately?*

Download this quick and easy-to-read guide and find out 8 ways to improve your expenses process and learn:

- About commonly-held myths about expenses*
- How to keep the tax man happy*
- How to create or improve a policy and encourage compliance*
- How to just get expenses 'done'*
- And more...*

Make the whole expenses experience better with these 8 tips.

SUBJECT: 8 ways to make expenses less painful

About the asset:

Summary: this guide encapsulates helpful assets that explain why now is a good time to say 'goodbye' to spreadsheets and start the automation process.

Best Use: a quick and easy guide for those with limited time.

Audience: Finance, Accounts Payable



Landing Page Copy

Expenses are painful, right? So now is a good time to say 'goodbye' to spreadsheets. Download this easy-to-read guide and find out 8 ways to improve your expenses process and learn:

- About commonly-held myths about expenses
- How to keep the tax man happy
- How to create or improve a policy and encourage compliance
- How to just get expenses 'done'

Social Media

74% of businesses still use spreadsheets, or completely manual processes to do their expenses. Why?

No-one ever said "I love doing expense" So here are 8 ways to make this process less painful.

CLICK HERE TO DOWNLOAD THE WHITEPAPER

Starting the conversation:



Additional Questions to ask:

- How many expense claims do you process monthly?
- Have you ever considered automating your expenses?
- What issues do you currently encounter with your expense process?
- How do you currently reconcile card transactions with your expenses?
- Do you have an expense policy? Are you completely happy that it is adhered to?

Questions to ask:



Can your employees use their mobile devices to manage their expenses?

How do you currently track what you're spending on business meals and entertainment?

Do you think there are other things your processors /finance team could be doing with their time?

How much time does it take for an employee to create and submit an expense claim?

Can you tell, in real time, how much your business is spending on expenses?

Do you track/reclaim VAT? How is this currently managed?

How often do you reimburse your employees? Are there ever any delays in payments to employees?

Can you easily view historical expense claims or receipts?