



SELECT BANK LOGIN SELECT ACCOUNT ENTER OTP DONE

Please select your bank

FIRST NATIONAL BANK

STANDARD BANK

ABSA

Cancel



LIVE SUPPORT

SID Instant EFT

A Credible Alternative



Please select your bank

FIRST NATIONAL BANK

STANDARD BANK

NEDBANK

ABSA

CAPITEC

Cancel



LIVE SUPPORT

The Client:



[SID Instant EFT](#) facilitates secure, real-time, online payments to e-commerce businesses through internet banking.

Launched in 2007, SID has pioneered instant EFT payments in SA as an alternative to credit cards for online payments. Today, this payment method is used by hundreds of e-commerce businesses to overcome fraud, lower costs and reduce cart abandonment - no merchant account needed.

SID integrates with all major banks in SA and works across all devices for an always-on, mobile-friendly payment method.

Objectives

Claim the competitive lead in mindspace and customer preference as new competitors are grabbing market share in the SA space

Goals

- Educate the market about the value of Instant EFT for e-commerce
- Raise awareness of the new SID v2.0 and it's slick new payment interface as a substantial evolution from the initial product offering
- Build SID's esteem as an expert in the Instant EFT space
- Protect SID in times of crisis

Tactics

- Drive B2B PR exposure through: Thought pieces, native advertising, industry networking, brand activation, and social media
- Start B2B Content marketing with blogs, white papers, and newsletter copy for inbound marketing and lead generation/ nurturing

Instant EFT – still the best way to get South Africans trading online

August 2016 - While online retail still only accounts for 1% of retail revenue in South Africa, the growth rates of more than 20% year-on-year since 2000 speak volumes about the need for every business to seriously plan for an online presence.

The 2016 numbers from [World Wide Worx](#) not only show good growth for the year, but forecasts for 2020 show the figures doubling from their current baseline.



Kyle Rozendo, CTO at SID



Should SA be writing its own PSD2 regulations?

September 2016 - Europe's Payment Services Directive 2 (PSD2) is expected to come into force in January 2018. With some banking industry commentators referring to it as the biggest development in banking history, one has to wonder why South Africa has not already begun to follow suit.

PSD2 was drafted to further standardise, integrate and improve efficiencies between EU states as well as stimulate competition in payments across the Eurozone.

Choosing the right payment vendor can help developers deliver

September 2016 - The South African e-commerce web development landscape is highly competitive with shrinking margins and developers highly sensitive to delays. Working with a payment vendor which understands the needs of developers as well as merchants can make all the difference.

As more and more businesses move into digital delivery, developers who can build and deliver fast, stable and elegantly designed websites are setting themselves apart.



Rabia Ebrahim, Customer Support Centre Manager at SID

Results

- **23 pieces of coverage on:** TechCentral, ITNewsAfrica, TheSmallBusinessSite, Memeburn, MSN South Africa, Gadget, BizCommunity, CatalystMag, TechSmart, TechFinancials, TechItOut
- **5x increase in LinkedIn followers** over 6 months (from 30 people in Nov 2016 to 167 people in April 2017)
- **1 advertorial** on MyBroadband on SID's 10 Years Anniversary in payments, followed by **2 blog pieces**
- Topic and content developed for a **white paper**
- **Newsletter copy** for SIDv2 "First 100 days in office" to drive more product signups
- **Other collateral created:** Welcome pack for new merchants
- **Messaging platform** developed to support an activation idea for the brand at a big e-commerce trade show
- Support with potential **PR crisis management**