



# Auto Loan

## Marketing Kit



[banzai.org](http://banzai.org)



## BEFORE YOU GET STARTED

### Do you know your subdomain?

The first portion of the URL you share must include your subdomain; otherwise, the link may redirect users to another partner's Wellness Center. See below:

[YOUR DOMAIN].banzai.org/wellness/



If you're unsure about your subdomain, you can find it in two ways:

1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

# Marketing Kit Overview

Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



[Article: Getting a Car](#)



[Calculator: Auto Loan Affordability](#)



[Calculator: Rate vs. Cash Back Financing](#)



[Coach: What Auto Loan Can I Afford?](#)



[Article: Auto Insurance](#)



[Article: What a Car Loan Costs](#)



[Article: Reasons to Refinance](#)



[Calculator: Auto Loan Payoff](#)

# Social Media

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

## INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource  
(Ex: [YOURDOMAIN.banzai.org/wellness/RESOURCENAME](https://YOURDOMAIN.banzai.org/wellness/RESOURCENAME))
  - a. **ON FACEBOOK:** paste the URL in a post
  - b. **ON TWITTER:** paste the URL in a tweet or post a Bitly link if the URL is too long
  - c. **ON INSTAGRAM:** post the URL in your bio or use a link-in-bio resource to post multiple links

### Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

**Social Media Post #1 - [Getting a Car](#)**

PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Read this article to understand more about your car buying options.
Twitter (X)	<a href="#">Download</a>	Looking to get a car? Read this article to understand all your options.
Instagram	<a href="#">Download</a>	Whether buying or leasing a car—used or new—there are options. Learn more with this article.

**HASHTAGS**

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance  
#credit #financialliteracy #financialgoals #debt #cars #teachbanzai

**Social Media Post #2 - [Auto Loan Affordability Calculator](#)**

PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	What do you qualify for in terms of auto loans? Find out now.
Twitter (X)	<a href="#">Download</a>	Need a new car? Find out what loan you can afford with this free calculator.
Instagram	<a href="#">Download</a>	Time for a new vehicle? Check out how much you can afford to spend with the Auto Loan Affordability Calculator.

**HASHTAGS**

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#credit #financialliteracy #financialgoals #debt #cars #teachbanzai

**Social Media Post #3 - [What a Car Loan Costs](#)**

PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Unsure of what an auto loan might cost? This article can show you.
Twitter (X)	<a href="#">Download</a>	On the lookout for a good auto loan? Read this article for some tips and tricks.
Instagram	<a href="#">Download</a>	Do interest rates and loan terms have you questioning whether you can afford a new car? This article will help.

**HASHTAGS**

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance  
#credit #financialliteracy #financialgoals #debt #cars #teachbanzai

## Social Media Post #4 - [What Auto Loan Can I Afford?](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Worried about spending too much on a car? Check out What Auto Loan Can I Afford?
Twitter (X)	<a href="#">Download</a>	Learn the ins and outs of buying a car with the Banzai Coach—What Auto Loan Can I Afford?
Instagram	<a href="#">Download</a>	Ready for a new car? Learn how to buy one without sinking your budget with the “What Auto Loan Can I Afford?” Coach.

### HASHTAGS

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance #credit #financialliteracy #financialgoals #debt #cars #teachbanzai

## Social Media Post #5 - [Auto Insurance](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Learn about auto insurance coverage with this Banzai article.
Twitter (X)	<a href="#">Download</a>	Read this article to understand important aspects of your auto insurance.
Instagram	<a href="#">Download</a>	Interest rates and loan terms have you questioning whether you can afford a new car? This article will help.

### HASHTAGS

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance #credit #financialliteracy #financialgoals #debt #cars #teachbanzai

## Social Media Post #6 - [Low Rate vs. Cash Back Auto Financing Calculator](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Battling whether to take a cash incentive or lower interest rate? Get help here.
Twitter (X)	<a href="#">Download</a>	Cash back incentive or lower interest rate? Read on to see which is best.
Instagram	<a href="#">Download</a>	Wondering what the difference between low interest rate and cash back incentive is? Read this article to find out.

### HASHTAGS

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance #credit #financialliteracy #financialgoals #debt #cars #teachbanzai

**Social Media Post #7 - [Reasons to Refinance](#)**

PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Learn all you need to know about refinancing a loan with this article.
Twitter (X)	<a href="#">Download</a>	Read this article to see why refinancing might be a good option for you.
Instagram	<a href="#">Download</a>	Looking to refinance a car loan? Read this article to learn more about why it could help you.

**HASHTAGS**

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance #credit #financialliteracy #financialgoals #debt #cars #teachbanzai

**Social Media Post #8 - [Auto Loan Payoff Calculator](#)**

PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Making extra payments to your car loan could save you money. Read more.
Twitter (X)	<a href="#">Download</a>	Find out how much you would save by making extra payments to your car loan.
Instagram	<a href="#">Download</a>	Wondering if extra payments make a difference on a car loan? This calculator can show you just how much money extra payments can save you.

**HASHTAGS**

#carloan #personalloan #creditrepair #businessloan #loan #finance #loans #moneymatters #carfinance #personalfinance #credit #financialliteracy #financialgoals #debt #cars #teachbanzai



# Email Templates

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

## INSTRUCTIONS

1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:  
(Ex: [YOURDOMAIN.banzai.org/wellness/RESOURCENAME](https://YOURDOMAIN.banzai.org/wellness/RESOURCENAME))

## Sample Email Template

**SUBJECT LINE:** Are you prepared for year-end holiday car deals?

**BODY TEXT:**

Did you know that end-of-the-year sales and holiday discounts make November and December two of the best months to buy a car? So if you're ready, [\[YOUR ORGANIZATION NAME\]](#) is here to help you ride into the new year on a set of wheels that you can afford. Check out some of our free auto loan resources.



### Auto Loan Affordability Calculator

Time for a new vehicle? This calculator shows you the sweet spot between what you want and what you can afford. Give it a try [here](#).



### Getting a Car Article

When looking for a new car, you have three main options: buy used, buy new, or lease. There are pros and cons to each method. Check it out [here](#).



### Auto Insurance

Auto insurance is not only a legal requirement, it's also vital to the protection of your financial health. Make sure you understand ALL of your options. Learn more [here](#).

Visit [\[YOUR DOMAIN\].banzai.org](https://[YOUR DOMAIN].banzai.org) to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.





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