



# Budgeting

## Marketing Kit





# 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.



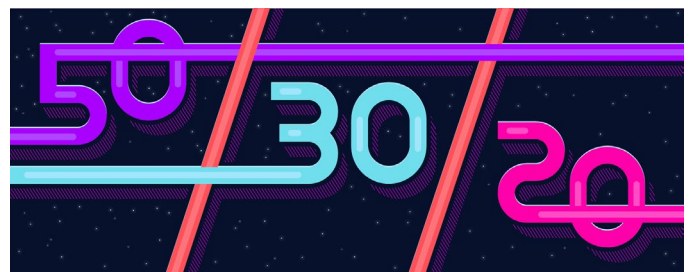
**Coach: Create a Budget**



**Article: How to Manage Your Debt: Strategies & Tools**



**Budget Calculator**



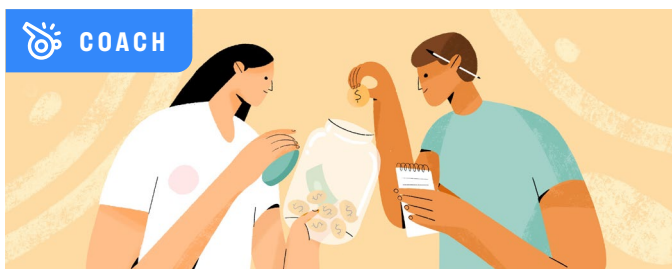
**Article: 50/30/20 Rule**



**Cost of Living Calculator**



**Article: 8 Tips to Reduce Your Food Bill**



**Coach: Trim Your Budget**



**Article: Envelope Budgeting**

# 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.

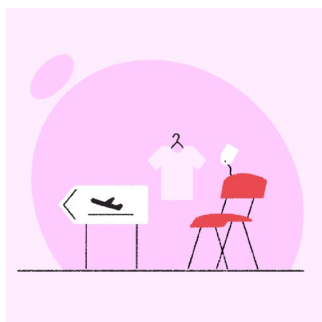
## INSTRUCTIONS




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/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 - Create a Budget

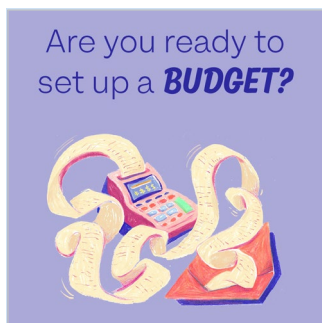





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	This Coach teaches everything you need to know about planning your finances.
 Twitter (X)	<a href="#">Download</a>	Are you budgeting like a rookie, or not at all? Start now with the Banzai Coach!
 Instagram	<a href="#">Download</a>	Are you budgeting like a rookie, or not at all? You're not alone, and the good news is you can change. Start now with the Banzai Coach!

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM

## Social Media Post #2 - Budget Calculator






PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Reach your financial goals in no time with this budget calculator.
 Twitter (X)	<a href="#">Download</a>	Creating your budget is easy with the Banzai Budget Calculator on our site.
 Instagram	<a href="#">Download</a>	Creating your budget doesn't have to be hard! Use the Banzai Calculator on our site to get started.

### HASHTAGS

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## Social Media Post #3 - How to Manage Your Debt: Strategies & Tools

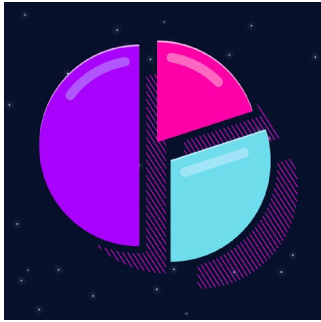





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Check out these tips for managing debt and taking control of your finances!
 Twitter (X)	<a href="#">Download</a>	Learn to manage your debt before it starts managing you. This article will help.
 Instagram	<a href="#">Download</a>	Managing debt can be overwhelming, but with these tips you can take control of your finances and work towards financial freedom. Explore more.

### HASHTAGS

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## Social Media Post #4 - 50/30/20 Rule

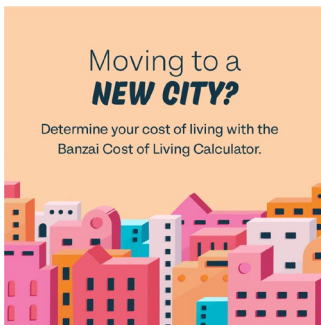





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Read how the 50/30/20 rule changes the way you manage finances.
 Twitter (X)	<a href="#">Download</a>	Learn the simplest way to budget with the Banzai 50/30/20 rule article on our site.
 Instagram	<a href="#">Download</a>	The 50/30/20 Rule is a simple guideline that helps you create a budget. Learn all about it with the Banzai article on our website.

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM

## Social Media Post #5 - Cost of Living Calculator






PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	See what future residence is right for you with this Cost of Living Calculator.
 Twitter (X)	<a href="#">Download</a>	Prepare for the cost of moving to a new city with this calculator.
 Instagram	<a href="#">Download</a>	Thinking of moving? The Banzai Cost of Living Calculator on our site will give you an idea of what it could cost you to live in a new city.

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM

## Social Media Post #6 - 8 Tips to Reduce Your Food Bill



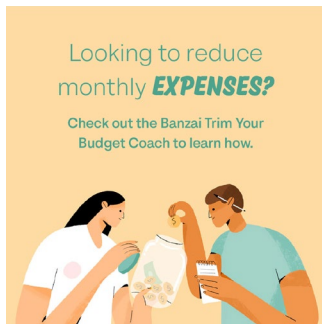
PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Read this article to learn how to reduce your food bill and save on groceries.
 Twitter (X)	<a href="#">Download</a>	Reduce your food bill with the tips in this Banzai article on our site.
 Instagram	<a href="#">Download</a>	Between eating out and groceries, your food bill can seriously eat into your budget. Learn tips to reduce it with the Banzai article on our site.




### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM



## Social Media Post #7 - Trim Your Budget

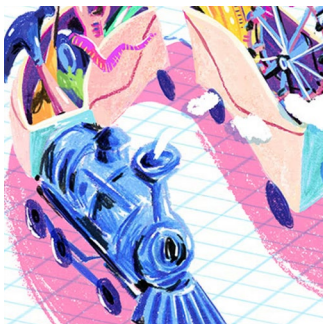





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Learn how to trim your budget with this Banzai Coach Session on our site.
 Twitter (X)	<a href="#">Download</a>	Trimming your budget is easy with the Banzai Coach Session on our site.
 Instagram	<a href="#">Download</a>	Wondering where you can cut expenses from your budget? The Banzai Trim Your Budget Coach on our site makes it easy.

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM

## Social Media Post #8 - Envelope Budgeting



PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Trying to budget? Read this article to see how envelope budgeting can help you.
 Twitter (X)	<a href="#">Download</a>	Read this article to see how envelope budgeting can help you manage finances.
 Instagram	<a href="#">Download</a>	Envelope budgeting is an effective way to make sure you're sticking to your budget and not overspending. Learn more with this article.

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #DEBTMANAGEMENT #BUDGETING #LEARNHOWTOBUDGET #DEBTFREEJOURNEY #FINANCIALFREEDOM

# 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

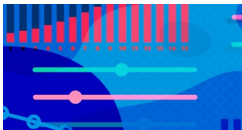
1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](https://YOURDOMAIN.banzai.org/RESOURCENAME))

## Sample Email Template

**SUBJECT LINE:** Give Your Budget a Boost.

**BODY TEXT:**

Whether you've never created a proper budget or your current plan is in need of some updates, [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to take control of your spending habits.



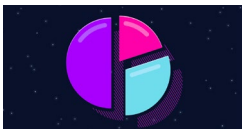
### Budget Calculator

Visualizing your budget makes it easy to see where you can make changes. This powerful Banzai calculator will allow you to do just that. Give it a try [here](#).



### Reducing Your Food Bill Article

Food is an essential expense, but if it's eating too much into your budget, there are some easy changes you can make. Read up on some tips and tricks to save in this Banzai article [here](#).



### 50/30/20 Rule

The 50/30/20 Rule is a simple budgeting guideline that can give you a great place to start when creating a budget. Read all about it in this Banzai article [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.





[banzai.org](https://banzai.org) | 888.822.6924

[support@banzai.org](mailto:support@banzai.org)

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