



# Building a Business

## 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:

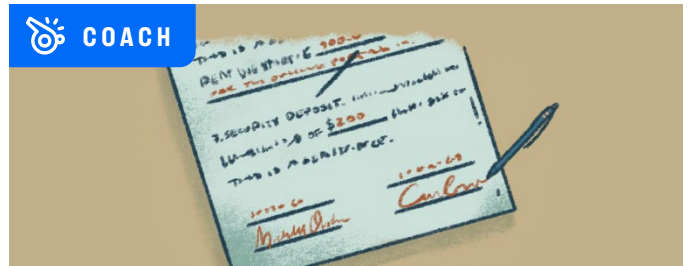
1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

# 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.



[Article: Professional Help with Your Business](#)



[Coach: Basic Bookkeeping](#)



[Article: Documentation for SBA Loan](#)



[Article: Funds to Build Your Business](#)



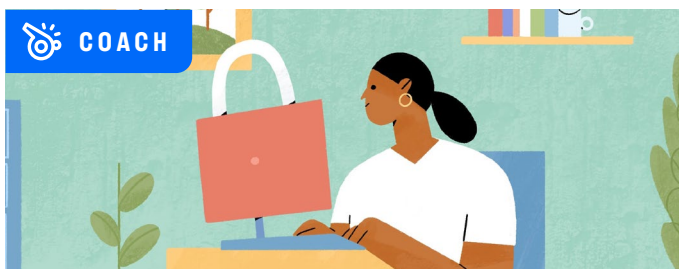
[Coach: Your First SBA Loan](#)



[Calculator: Asset Depreciation](#)



[Coach: Business Structure Quiz](#)



[Coach: Workspace Cybersecurity](#)

# 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](https://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 - [Professional Help with Your Business](#)

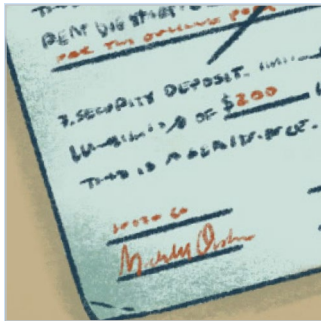





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	The sooner you get professional help with your business, the sooner you'll see results—learn more with this article on our site.
 Twitter (X)	<a href="#">Download</a>	Running your own business can be challenging but with the right help it's well worth it. Learn more on our site.
 Instagram	<a href="#">Download</a>	Stay prepared to make major financial decisions for your business by maintaining a good relationship with your financial institution. Learn more with this article on our website.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #businessgrowth #entrepreneurlife

## Social Media Post #2 - [Basic Bookkeeping](#)






PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Bookkeeping is a huge part of owning a business. Learn more with this Banzai Coach on our site.
 Twitter (X)	<a href="#">Download</a>	How much is your business really earning? Learn basic bookkeeping with the Banzai Coach on our site!
 Instagram	<a href="#">Download</a>	Build a profit, loss, and balance sheet for your business with this online basic bookkeeping Coach on our website.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #businessgrowth #businessgoals

## Social Media Post #3 - [Documentation for SBA Loans](#)



PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Check out this handy guide on our website to help you get started on your SBA loan application!
 Twitter (X)	<a href="#">Download</a>	Do you know what documentation you'll need to apply for an SBA Loan? See what you'll need on our site.
 Instagram	<a href="#">Download</a>	Unlock your opportunities and learn what you need to apply for an SBA Loan with this article on our website.




### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #beyourownboss #smallbusinessowner



## Social Media Post #4 - [Funds to Build Your Business](#)

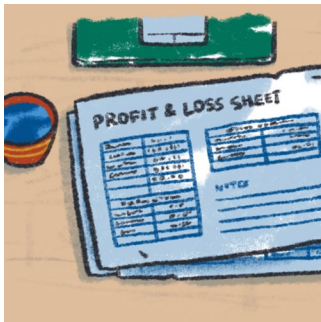





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Want to take your business to the next level? Check the latest article on our website and see how to secure funding for your business.
 Twitter (X)	<a href="#">Download</a>	Need some funds to get your business started? Find out how you can get the financial support you need to build your business with this article on our website.
 Instagram	<a href="#">Download</a>	From traditional loans to SBA backed loans, we've got you covered with tips and tricks to help you build your dream business. Read more about it with this article on our site.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #newbusiness #smallbusinessowner

## Social Media Post #5 - [Your First SBA Loan](#)






PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Find out if an SBA loan is right for your business with this Banzai Coach on our site!
 Twitter (X)	<a href="#">Download</a>	Looking for a business loan? Figure out how much you need with this Banzai Coach on our website.
 Instagram	<a href="#">Download</a>	An SBA loan is a great option for entrepreneurs. Calculate how much you need for your small business loan with this Banzai Coach on our website.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #businessopportunity #businessowners #businesssuccess

## Social Media Post #6 - [Asset Depreciation Calculator](#)

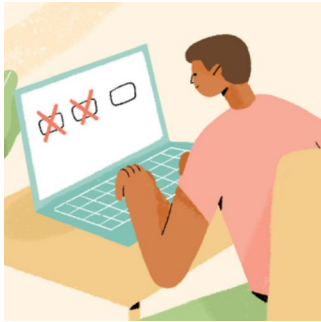





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	See what your assets are worth over time with this depreciation calculator on our website.
 Twitter (X)	<a href="#">Download</a>	Want to see how much your assets will be worth in the future? Use this Asset Depreciation Calculator on our site.
 Instagram	<a href="#">Download</a>	The value of an asset is likely to decrease over time. This Asset Depreciation Calculator on our site ensures you'll know the worth of your assets at every step.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters #financialgoals #businesstips #innovativeideas

## Social Media Post #7 - [Business Structure Quiz](#)

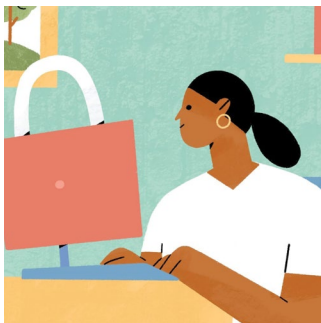





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Use the Banzai Coach on our site to help you set up your small business.
 Twitter (X)	<a href="#">Download</a>	Setting up a new business? Figure out which structure you need with this Banzai Coach on our site.
 Instagram	<a href="#">Download</a>	Stop putting off setting up your business. Save time and money by figuring out which structure you need with this business structure quiz on our website.

### HASHTAGS

#teachbanzai #financialliteracy personalfinance #moneymatters #financialgoals #businessventure newbusiness  
#businesssuccess #businesstips

## Social Media Post #8 - [Workplace Cybersecurity](#)



PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Learn how to keep your company safe from online attacks with this Workplace Cybersecurity Coach.
 Twitter (X)	<a href="#">Download</a>	Teach your employees how to stay safe and protect your company's assets with this Workplace Cybersecurity Coach on our site.
 Instagram	<a href="#">Download</a>	Poor cybersecurity habits are a threat to your company—learn how to recognize them and fight back with this Workplace Cybersecurity Coach on our site.

### HASHTAGS

#teachbanzai #financialliteracy #personalfinance #moneymatters financialgoals #cybersecurity #workplacesafety  
#businesssafety #businesssecurity #onlineprotection

# 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:** In need of some FREE business resources?

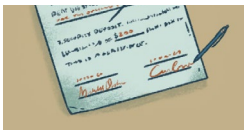
### BODY TEXT:

Whether you've built a business already or are looking to, odds are you'll need a little help along the way. It's a good thing [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to improve or build a business.



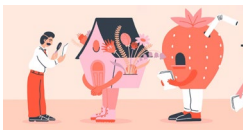
### Professional Help with Your Business

Your business benefits greatly from the help of experts. Read why it's a good idea to hire lawyers, accountants, and more to help keep your business in good standing. Learn about it [here](#).



### Basic Bookkeeping

Owning a business means staying on top of financial reports and bookkeeping. This Coach session guides you through basic bookkeeping principles and provides a spreadsheet so you can create a Profit & Loss Sheet and a balance sheet for your business. You can find the free Coach [here](#).



### Documentation for SBA Loans

Loans backed by the Small Business Administration Loans-SBA loans-provide many benefits to small businesses, including long repayment options with reasonable interest rates. Read more about it on our site [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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