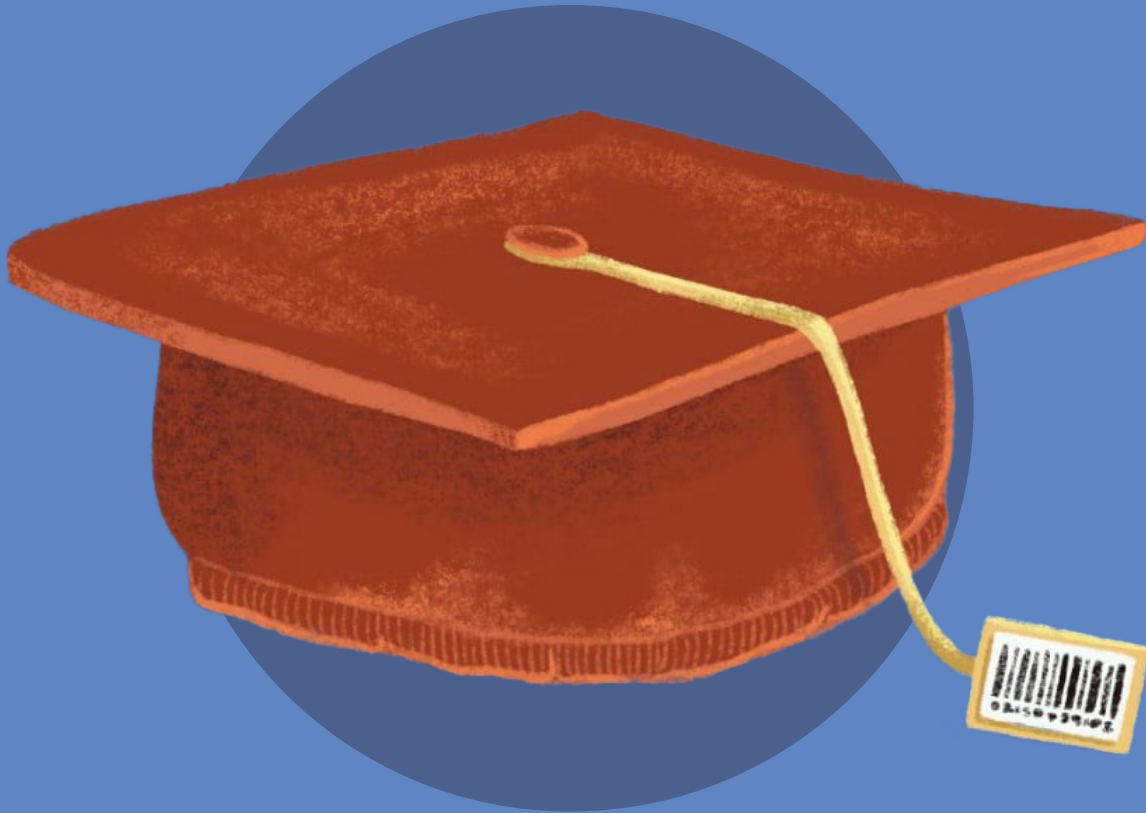




College

Marketing Kit



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/

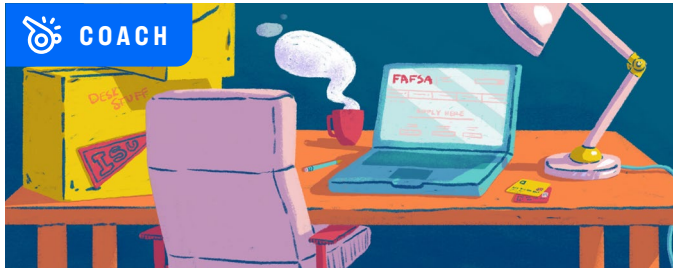


If you're unsure about your subdomain, you can find it in two ways:

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

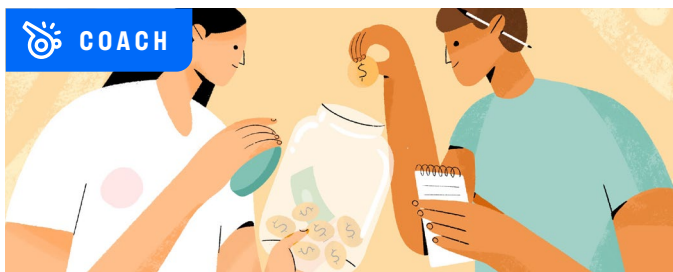
Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



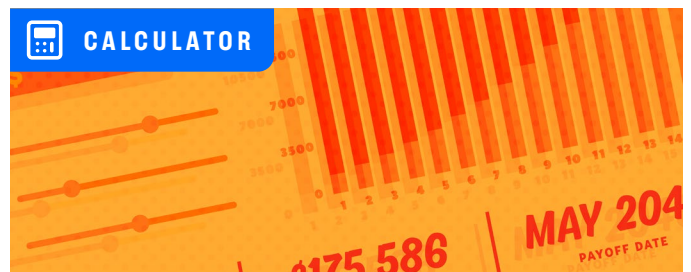
[Coach: Filling Out The FAFSA](#)



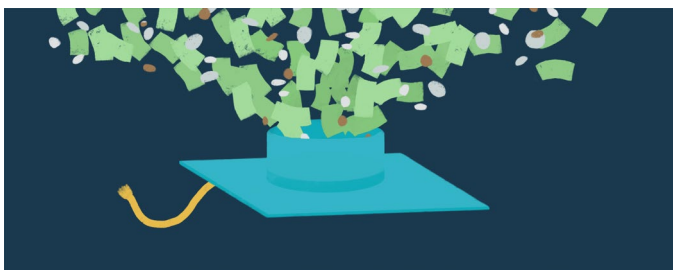
[Coach: The Cost of College](#)



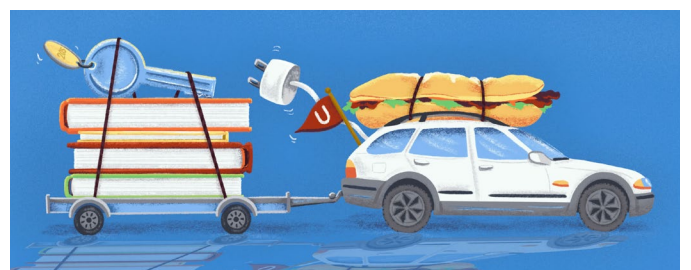
[Coach: Trim Your Budget](#)



[Calculator: Student Loan Payoff Calculator](#)



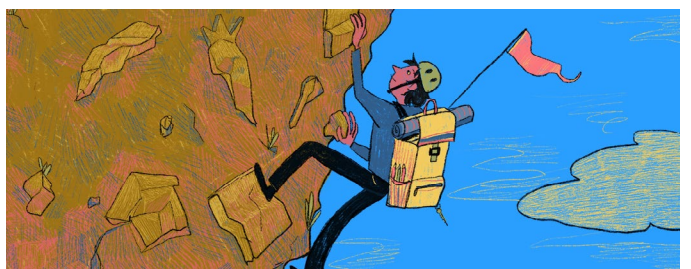
[Article: Repaying Student Loans](#)



[Article: College Budget Breakdown](#)



[Article: The Cost of College Life](#)



[Course: College and Careers](#)

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 - [Filling Out the FAFSA](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	What's your dream college's cost of attendance? Do you qualify for free aid?—Find out in minutes with this digital Coach on our site.
Twitter (X)	Download	Planning on attending college? Use this digital Coach on our site to find out how much you qualify for through FAFSA!
Instagram	Download	Stressing about the FAFSA!? This digital Coach on our site explains what the FAFSA does, how it grants you access to federal aid, and what the impact of federal aid could be for you. Try it out today!

HASHTAGS

#Banzai #FinancialAidMadeEasy #UnlockYourDreamEducation #FAFSAAssistance #HigherEducation #CollegeBound

Social Media Post #2 - [The Cost of College](#)

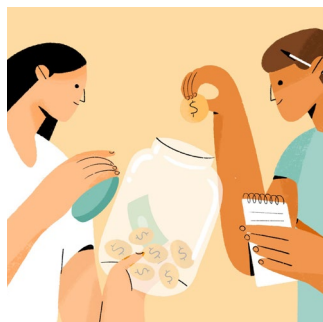


PLATFORM	IMAGE	CAPTION
Facebook	Download	A lot of decisions impact college expenses—learn which ones with this digital Coach on our site.
Twitter (X)	Download	This digital Coach on our site walks you through college costs one at a time. Try it today!
Instagram	Download	How much does college actually cost? This digital Coach on our site shows you what expenses to look out for. Try it today!

HASHTAGS

#PayforCollege #CostofEducation #CollegeFinances #CollegeAffordability #FinancialPlanning

Social Media Post #3 - [Trim Your Budget](#)

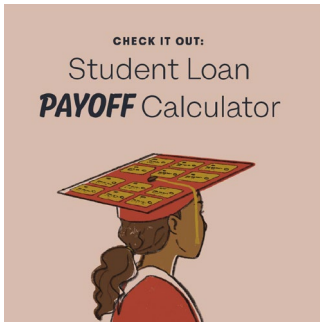


PLATFORM	IMAGE	CAPTION
Facebook	Download	Keep money in your pocket with this Trim Your Budget resource on our site.
Twitter (X)	Download	Experience the power of trimming down expenses with this digital Coach on our website.
Instagram	Download	Feel like your expenses are getting the better of you? This digital Coach on our site helps you learn how and where you can trim your budget.

HASHTAGS

#BudgetingTips #SaveMoney #FinancialFreedom #SmartSpending #MoneyManagement #TrimYourExpenses #FinancialWellness #MoneySavingHacks

Social Media Post #4 - [Student Loan Payoff Calculator](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	See the benefit of paying your student loans off early with this calculator on our site.
Twitter (X)	Download	Take control of your financial future with this student loan payoff calculator on our site.
Instagram	Download	What difference can adding to your monthly payment make when paying off student loans? Find out using the Banzai calculator on our site.

HASHTAGS

#StudentLoanPayoff #FinancialFreedom #DebtFreeJourney #LoanRepayment #PayoffCalculator #ManageStudentDebt

Social Media Post #5 - [Repaying Student Loans](#)

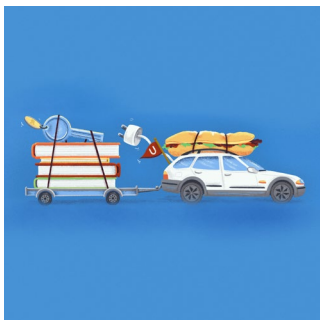


PLATFORM	IMAGE	CAPTION
Facebook	Download	Master the ins and outs of repaying your student loans with this Banzai article on our site.
Twitter (X)	Download	Learn the difference between standard, graduated, extended, and income-based repayment plans for your student loan payoff journey with this article on our site.
Instagram	Download	Do you know how deferment, forbearance, and consolidation work with your student loans? Learn that and more with this Banzai article on our site.

HASHTAGS

#StudentLoanRepayment #FinancialFreedom #DebtFreeLife #ManageStudentDebt #FinancialWellness #Banzai

Social Media Post #6 - [College Budget Breakdown](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	The cost of a degree is so much more than a singular bill. Check out our College Budget Breakdown for handy tips!
Twitter (X)	Download	Maximize your resources—learn how to budget for college with this article on our site.
Instagram	Download	Don't let finances hold you back! Learn to master your college budget with this article on our site.

HASHTAGS

#CollegeBudgeting #MoneyMatters #FinancialPlanning #CollegeFinances #BudgetWisely #StudentLife

Social Media Post #7 - [The Cost of College Life](#)

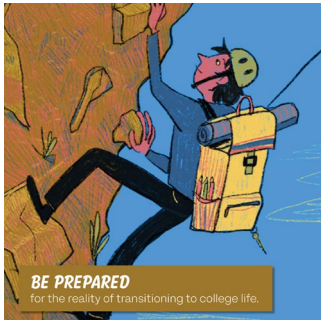


PLATFORM	IMAGE	CAPTION
Facebook	Download	Learn all about key college expenses with this Banzai article on our site.
Twitter (X)	Download	Do you know how much college life costs? Learn all about it with this article on our site.
Instagram	Download	This Cost of College Life article on our site walks you through the major expenses you'll need to prepare for when starting your college journey.

HASHTAGS

#CollegeLifeCosts #FinancialPlanning #CollegeExpenses #BudgetingForCollege #SmartSpending #FinancialWellness #MoneyMatters

Social Media Post #8 - [College & Careers](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Prepare for the reality of transitioning to college life with this College and Careers course on our site.
Twitter (X)	Download	Preparing for college doesn't need to be scary. This course on our site walks you through everything from cost of attendance to deciding what career suits your preferences.
Instagram	Download	Tuition is only part of it—there's a lot more to college costs. Prepare for the reality of transitioning to college life with the College and Careers course on our site.

HASHTAGS

#ScholarshipsTips #FundingYourFuture #Banzai #LifeLiteracy #FinancialLiteracy

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](#))

Sample Email Template

SUBJECT LINE: Prepare your finances for college.

BODY TEXT:

Considering college? If you're ready to take the next step toward higher education, [\[YOUR ORGANIZATION NAME\]](#) is here to help! We have resources that ensure you have the tools needed to make estimates for what your college degree will cost and more.



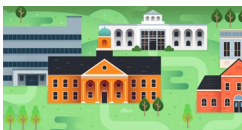
The Cost of College Coach

This Banzai Coach session is like a conversation with a virtual financial expert. It will help you create an estimate for the total cost for a year of college—including tuition, school supplies, rent, transportation, and more. Try it [here](#).



Filling Out The FAFSA Coach

The Free Application for Federal Student Aid (FAFSA) is the best way to cover expenses for college. If you're not sure how to fill it out, this Banzai Coach will walk you through the process step by step. Check it out [here](#).



The Cost of College Life Article

Looking for more information about what college life will cost? This Banzai article provides all the information you need and provides some tips to help you save. Read it [here](#).

Visit [\[YOUR DOMAIN\].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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support@banzai.org

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