



# Credit

## 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/](#)

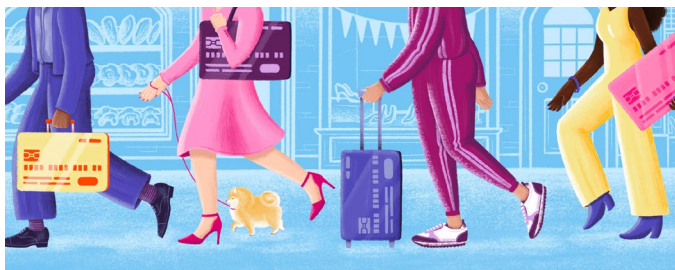


If you're unsure about your subdomain, you can find it in two ways:

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: Best Practices for Using a Credit Card](#)



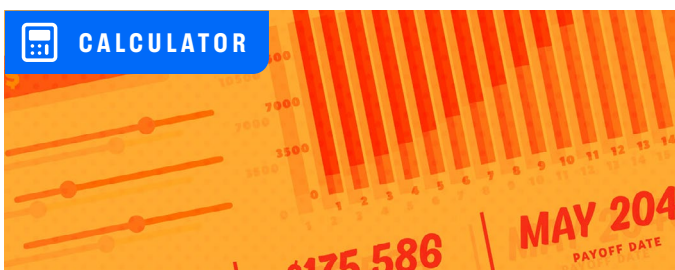
[Article: Picking the Right Credit Card for You](#)



[Article: Using Credit](#)



[Article: Credit Scores](#)



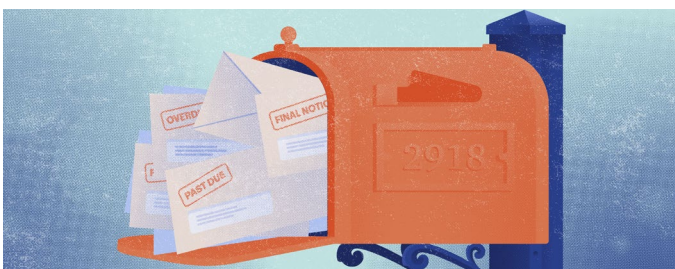
[Calculator: Credit Card Payoff](#)



[Coach: How Do I Build Credit?](#)



[Coach: Repairing Credit](#)



[Article: When You Can't Afford Your Minimum Payments](#)

# 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 - [Best Practices for Using a Credit Card](#)

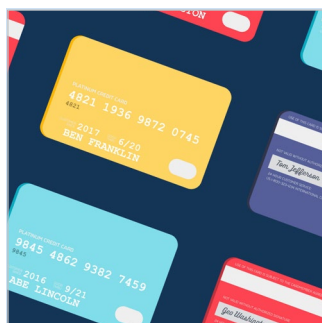


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Build your credit by learning how to properly manage a credit card with this article on our site.
Twitter (X)	<a href="#">Download</a>	Worried about how you're managing your credit card? Get some helpful tips from this article on our site.
Instagram	<a href="#">Download</a>	Stop being afraid of your credit card—take control of it by learning some of the best credit card practices out there with this article on our website.

### HASHTAGS

#CREDIT #CREDITCARDS #STUDENT #MONEY #MONEYMANAGEMENT #FINANCE #MONEYMATTERS #PERSONALFINANCE #FINANCIALLITERACY #FINANCIALGOALS #DEBT #TEACHBANZAI

## Social Media Post #2 - [Picking the Right Credit Card for You](#)

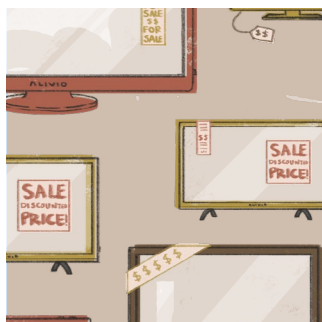


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Not sure which credit card is right for you? This article on our site will teach you how to find the best one for your situation.
Twitter (X)	<a href="#">Download</a>	You should never feel unsure about the credit card you choose. Take a look at how you can learn which card is right for you with this article on our site.
Instagram	<a href="#">Download</a>	Finding the right credit card isn't as easy as applying for one—take some time to really consider which credit card is best for you. Read this article on our website today!

### HASHTAGS

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## Social Media Post #3 - [Using Credit](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Buying on credit can be a powerful tool if used wisely and in moderation. Learn more from this article on our website.
Twitter (X)	<a href="#">Download</a>	Using credit = building credit. Learn more from this free resource on our website.
Instagram	<a href="#">Download</a>	Got some questions about how to use credit? This financial resource on our site will help!

### HASHTAGS

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## Social Media Post #4 - [Credit Scores](#)



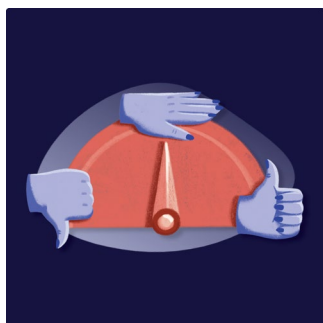
PLATFORM	IMAGE
Facebook	<a href="#">Download</a>
Twitter (X)	<a href="#">Download</a>
Instagram	<a href="#">Download</a>

CAPTION
Learn what a credit score it and how to avoid a bad one with this article about credit scores on our site.
Want to understand more about credit scores? Read this resource on our site.
Learn what affects your credit score from this helpful article on our site.

### HASHTAGS

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#FINANCIALLITERACY #FINANCIALGOALS #DEBT #TEACHBANZAI

## Social Media Post #5 - [Credit Card Payoff Calculator](#)



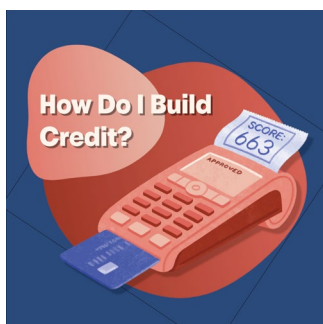
PLATFORM	IMAGE
Facebook	<a href="#">Download</a>
Twitter (X)	<a href="#">Download</a>
Instagram	<a href="#">Download</a>

CAPTION
Calculate what it'll take to pay down your credit card with this Banzai calculator on our website.
Worried about paying off your credit card? See what it takes to pay it down with this Credit Card Payoff Calculator on our website.
How long will it take you to pay off your credit card? Calculate the answer with this Credit Card Payoff Calculator on our website.

### HASHTAGS

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## Social Media Post #6 - [How Do I Build Credit?](#)



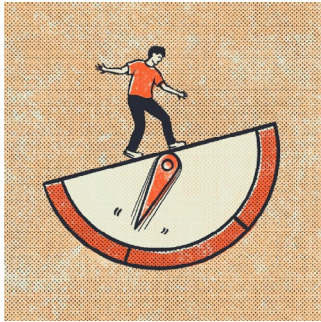
PLATFORM	IMAGE
Facebook	<a href="#">Download</a>
Twitter (X)	<a href="#">Download</a>
Instagram	<a href="#">Download</a>




CAPTION
Looking to build credit? Learn how to with this useful article on our site.
Want to learn how to build your credit? This article on our website walks you through the process.
A good credit score has a major impact on your finances. Learn how to build your score with this helpful article on our website.

### HASHTAGS

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#FINANCIALLITERACY #FINANCIALGOALS #DEBT #TEACHBANZAI

## Social Media Post #7 - [Repairing Credit](#)






PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Play through this online activity to learn all about repairing credit.
 Twitter (X)	<a href="#">Download</a>	Stressed about a low credit score? Learn how you can repair it by playing through this Banzai Coach on our site.
 Instagram	<a href="#">Download</a>	Not sure where to begin repairing a less-than-ideal credit score? Get started with this Banzai Coach on our site.

### HASHTAGS

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#FINANCIALLITERACY #FINANCIALGOALS #DEBT #TEACHBANZAI

## Social Media Post #8 - [When You Can't Afford Your Minimum Payments](#)



PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Wondering how to manage your monthly credit card payments? Read some of these tips and tricks on our website.
 Twitter (X)	<a href="#">Download</a>	Can't afford your monthly credit card payments? We've all been there. Learn how to turn your life around with this article on our site.
 Instagram	<a href="#">Download</a>	Unable to manage your monthly debt payments? No problem, this article on our site walks you through what steps you can take.

### HASHTAGS

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#FINANCIALLITERACY #FINANCIALGOALS #DEBT #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/RESOURCENAME](https://YOURDOMAIN.banzai.org/RESOURCENAME))

## Sample Email Template

**SUBJECT LINE:** Find your credit card confidence

**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.



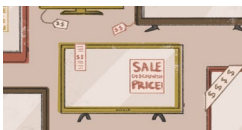
### Credit Cards

Do you know the difference between a charge card and an affinity card? What about different kinds of rates? This article will walk you through everything you need to know about credit cards and how they work. Read it [here](#).



### Best Practices For Using a Credit Card

Used correctly, your credit card can help you build your credit score and earn rewards. Read all about how to make your card work for you in this Banzai article [here](#).



### Using Credit

Learn all about what it actually means to use credit in your everyday life including key terms, the benefits and downsides, and regulations surrounding credit. Become an expert by reading the Banzai article [here](#).

Visit [\[YOUR DOMAIN\].banzai.org](https://YOURDOMAIN.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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