



Holiday 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.



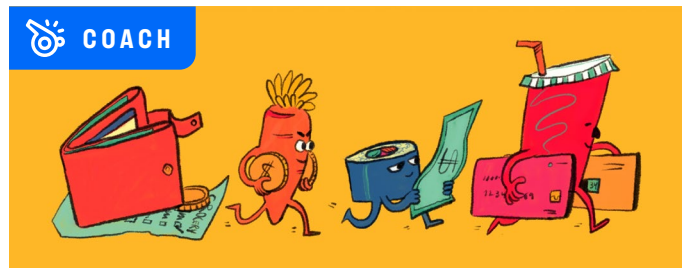
[Article: Holiday Budgeting 101](#)



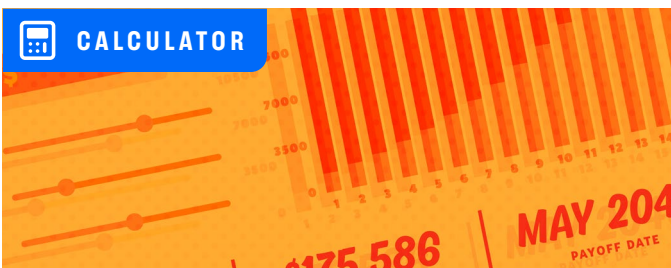
[Coach: Create a Holiday Budget](#)



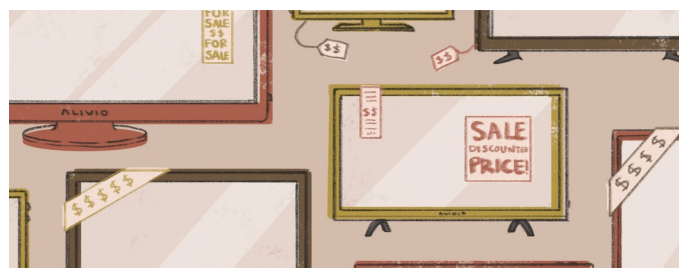
[Calculator: Budget](#)



[Coach: Grocery Budget Assessment](#)



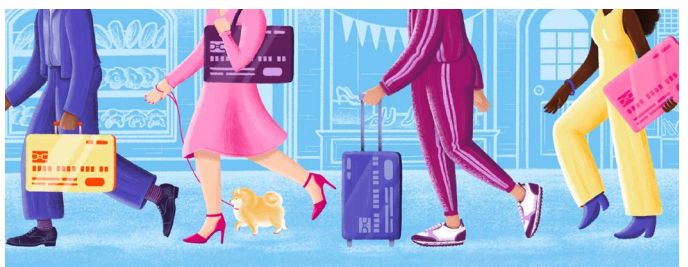
[Calculator: Vacation Affordability](#)



[Article: Using Credit](#)



[Calculator: Credit Card Payoff](#)



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

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.

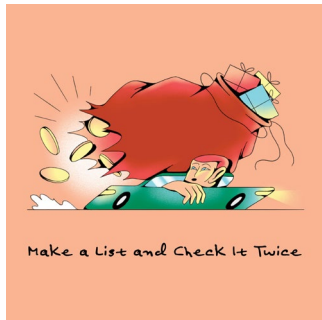
INSTRUCTIONS

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 - [Holiday Budgeting 101](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Get a head start on your holiday finances with this “Holiday Budgeting 101” article on our site. Learn how to plan, save, and enjoy the season without breaking the bank.
Twitter (X)	Download	Master holiday budgeting with this “Holiday Budgeting 101” article on our site.
Instagram	Download	Learn the art of smart spending and gift-giving with this “Holiday Budgeting 101” article on our site today.

HASHTAGS

#HolidayBudgeting #FinancialPlanning #SmartSpending #teachbanzai #financialliteracy

Social Media Post #2 - [Create a Holiday Budget](#)

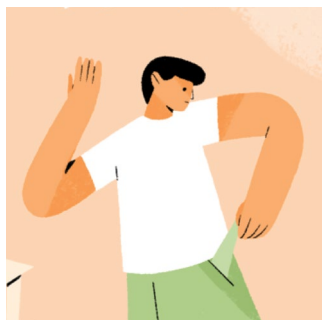


PLATFORM	IMAGE	CAPTION
Facebook	Download	Ready to take control of your holiday spending? This Holiday Budget Coach on our site will help you create a budget that keeps you on track while enjoying the festivities.
Twitter (X)	Download	Create a holiday budget that works for you with this Holiday Budget Coach on our site. Enjoy the festivities without overspending.
Instagram	Download	Customize your budget for a joyful and debt-free season with this Holiday Budget Coach on our site.

HASHTAGS

#HolidayBudget #BudgetCoach #SmartHolidaySpending #teachbanzai #financialliteracy

Social Media Post #3 - [Budget Calculator](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Simplify your holiday finances with this Budget calculator on our site.
Twitter (X)	Download	Plan expenses and stay on budget this holiday season with this Budget calculator on our site.
Instagram	Download	This Budget calculator on our site helps you plan your holiday expenses with ease.

HASHTAGS

#BudgetCalculator #HolidayFinances #SmartSpending #teachbanzai #financialliteracy

Social Media Post #4 - [Grocery Budget Assessment](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	The holiday season doesn't have to break the bank! Try this Grocery Budget Coach on our site to assess your holiday food expenses and find ways to save.
Twitter (X)	Download	Assess your holiday grocery budget with this Grocery Budget Coach on our site. Save on holiday dinners without sacrificing quality.
Instagram	Download	Feast like a king without overspending this holiday season. Check out this Grocery Budget Coach on our site today.

HASHTAGS

#GroceryBudget #HolidayDinners #BudgetingTips #HolidaySavings #teachbanzai #financialliteracy

Social Media Post #5 - [Vacation Affordability Calculator](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Planning a holiday getaway? Use our Vacation Affordability Calculator to ensure your trip fits your budget.
Twitter (X)	Download	Check out this Vacation Affordability calculator on our site before you start planning your family's holiday vacation.
Instagram	Download	Plan your dream holiday without breaking the bank with this Vacation Affordability calculator on our site today.

HASHTAGS

#VacationPlanning #AffordableTravel #BudgetTravel #teachbanzai #financialliteracy

Social Media Post #6 - [Using Credit](#)

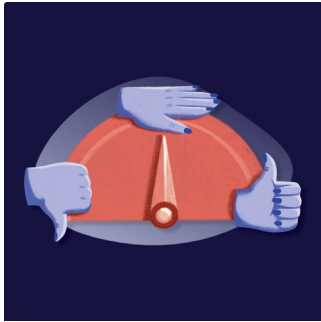


PLATFORM	IMAGE	CAPTION
Facebook	Download	Learn how to use credit wisely during the holidays with this "Using Credit" article on our site.
Twitter (X)	Download	Read how to manage holiday spending and debt responsibly in this "Using Credit" article on our site today.
Instagram	Download	Master the art of responsible credit card usage during the holidays with this "Using Credit" article on our site.

HASHTAGS

#CreditUsage #HolidaySpending #DebtManagement #HolidayDebt #teachbanzai #financialliteracy

Social Media Post #7 - [Credit Card Payoff Calculator](#)

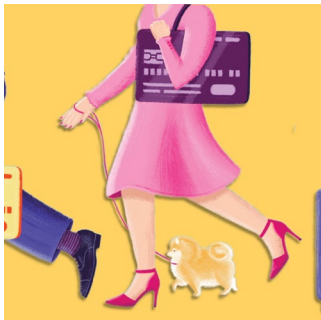


PLATFORM	IMAGE	CAPTION
Facebook	Download	Has holiday spending led to unmanageable credit card debt in the past? This Credit Card Payoff calculator on our site will help you create a plan to eliminate it.
Twitter (X)	Download	Pay off holiday credit card debt with this Credit Card Payoff calculator on our site. Take control of your finances and eliminate debt.
Instagram	Download	Set a course to clear holiday credit card debt with this Credit Card Payoff calculator on our site.

HASHTAGS

#CreditCardDebt #PayoffPlan #FinancialFreedom #teachbanzai #financialliteracy

Social Media Post #8 - [Best Practices for Using a Credit Card](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Maximize the benefits of your credit cards while staying financially savvy this holiday season. Read this article titled “Best Practices for Using a Credit Card” on our site.
Twitter (X)	Download	Read this “Best Practices for Using a Credit Card” article on our site today to learn how to use credit responsibly during the holidays.
Instagram	Download	Unlock credit card perks while staying financially savvy this holiday season. Read “Best Practices for Using a Credit Card” on our site today.

HASHTAGS

#CreditCardTips #HolidayShopping #FinancialSavvy #SmartSpending #teachbanzai #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: Don't get into debt for the holidays.

BODY TEXT:

Whether you're shopping for gifts, planning a holiday getaway, or managing expenses, [\[YOUR ORGANIZATION NAME\]](#) has the resources you need to stay festive and financially savvy this holiday season!



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](#).



Create a Holiday Budget Coach

This Coach helps you set a holiday budget and review potential expenses one-by-one so you can make sure holiday magic doesn't get the better of your finances. Try it out [here](#).



Vacation Affordability Calculator

Make sure your wallet can handle the trip before you hit the road (proverbial or otherwise). This calculator will let you know if you're ready to hit "book" on that holiday vacation. Check it out [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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