



# Investing

## 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:

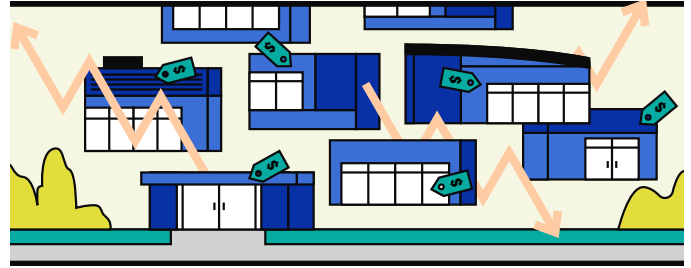
1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

# 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: Portfolio Building](#)



[Article: Stock Market Basics](#)



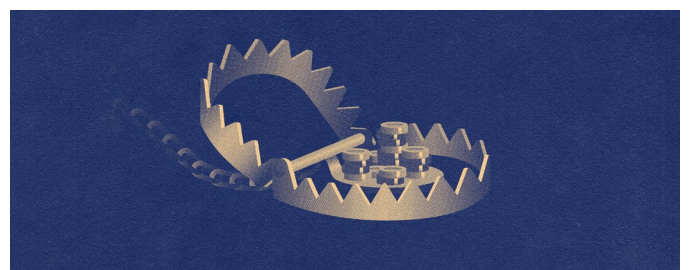
[Rule of 72 Calculator](#)



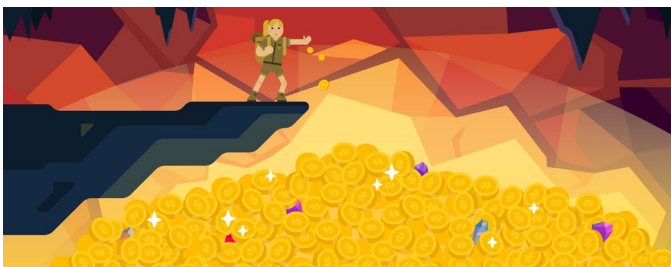
[Article: Certificate of Deposit](#)



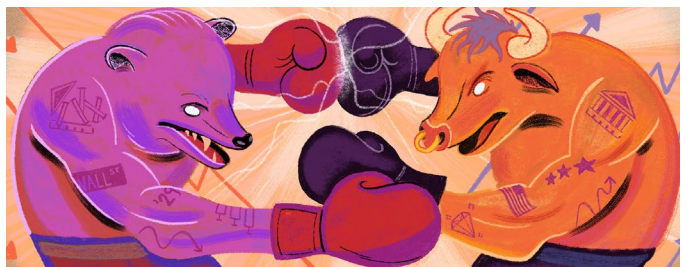
[CD Calculator Calculator](#)



[Article: Investment Warning Signs & Red Flags](#)



[Article: Meet Your 401\(k\)](#)



[Article: What is a Bull or Bear Market?](#)

# 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.

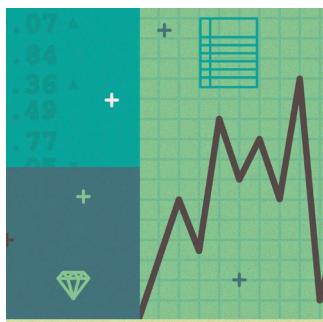
## INSTRUCTIONS

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: - Portfolio Building



#### PLATFORM

 Facebook

#### IMAGE

[Download](#)

#### CAPTION

Are you an aspiring investor? Don't miss out on this valuable article on our site that teaches the basics of building a portfolio.

 Twitter (X)

[Download](#)

Seeking to expand your investment portfolio? This article on our site is packed with tips and tricks to help you maximize your investment potential.

 Instagram

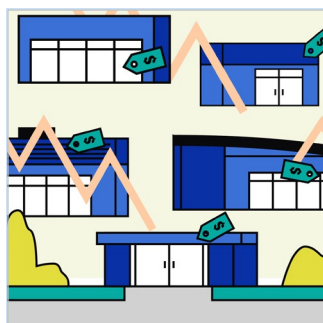
[Download](#)

Elevate your investment game with this article on our site, "Portfolio Building."

#### HASHTAGS

#PORTFOLIOBUILDING #INVESTMENTSTRATEGIES #FINANCIALGROWTH #SMARTINVESTING #INVESTMENTTIPS #BANZAI  
#INVESTMENTJOURNEY

### Social Media Post #2 - Stock Market Basics



#### PLATFORM

 Facebook

#### IMAGE

[Download](#)

#### CAPTION

This "Stock Market Basics," article on our site demystifies the jargon and helps you understand the fundamentals.

 Twitter (X)

[Download](#)

Start your journey towards informed investing today with this article on our site.

 Instagram

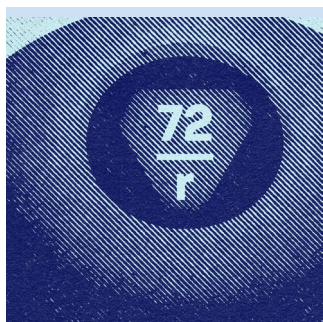
[Download](#)

Learn key concepts and gain the confidence to step into the world of investing with this article on our site.

#### HASHTAGS

#STOCKMARKETBASICS #INVESTMENTEDUCATION #BEGINNERSGUIDE #LEARNTOINVEST #FINANCIALLITERACY #STARTINVESTING

### Social Media Post #3 - Rule of 72 Calculator By Years



#### PLATFORM

 Facebook

#### IMAGE

[Download](#)

#### CAPTION

The "Rule of 72 by Years" can help you estimate how long it takes for an investment to double based on different interest rates.

 Twitter (X)

[Download](#)

Wondering how long it takes to double an investment? Well, now you can know with this calculator on our site.

 Instagram

[Download](#)

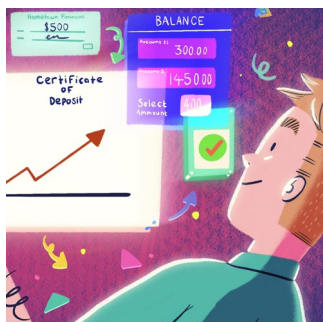
This calculator on our site lets you predict when your investments could double based on interest rates. Check it out today!

#### HASHTAGS

#RULEOF72 #INVESTMENTCALCULATOR #FINANCIALPLANNING #COMPOUNDINTEREST FINANCIALGROWTH #FINANCIALPLANNING



## Social Media Post #4 - Certificate of Deposit



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Curious about Certificate of Deposits (CDs)? Check out this article on our site to learn all about compounding and cashing out.
Twitter (X)	<a href="#">Download</a>	This article breaks down the ins and outs, helping you make informed decisions about your saving & investment strategies.
Instagram	<a href="#">Download</a>	Level up your understanding of Certificate of Deposits (CDs) with this article on our site.

### HASHTAGS

#CERTIFICATEOFDEPOSITS #CDINVESTING #SAVINGSSTRATEGY #FINANCIALEDUCATION #FINANCIALPLANNING

## Social Media Post #5 - CD Calculator

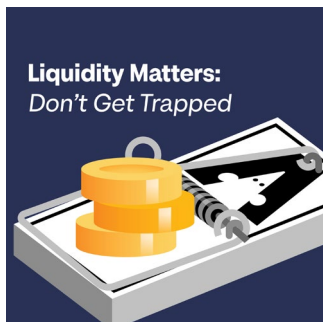


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Unlock the power of informed savings with this CD Calculator on our site!
Twitter (X)	<a href="#">Download</a>	Curious about the potential earnings from Certificate of Deposits (CDs)? Try out this CD Calculator on our site.
Instagram	<a href="#">Download</a>	This CD Calculator on our site can help you estimate your earnings and growth potential. Check it out today!

### HASHTAGS

#CDCALCULATOR #SAVINGSESTIMATE #FINANCIALPLANNING #INVESTMENTTOOLS #CDCALCULATOR #FINANCIALDECISIONS

## Social Media Post #6 - Investment Warning Signs and Red Flags



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Protect your investments with this article on our site titled, "Investment Warning Signs and Red Flags."
Twitter (X)	<a href="#">Download</a>	Don't fall into investment pitfalls! Stay informed and safeguard your financial future with this article about spotting red flags while investing your hard earned money.
Instagram	<a href="#">Download</a>	Navigate your investment journey wisely! "Investment Warning Signs and Red Flags,"—an article on our site— reveals important warning signs every investor should be aware of.




### HASHTAGS

#INVESTMENTREDFLAGS #FINANCIALAWARENESS #INVESTMENTWARNINGS #SMARTINVESTING #INVESTMENTCAUTIONS

## Social Media Post #7 - Meet Your 401(k)



### PLATFORM

-  **Facebook** [Download](#)  
 **Twitter (X)** [Download](#)  
 **Instagram** [Download](#)

### IMAGE

### CAPTION

Don't miss out on this guide to securing a comfortable retirement!

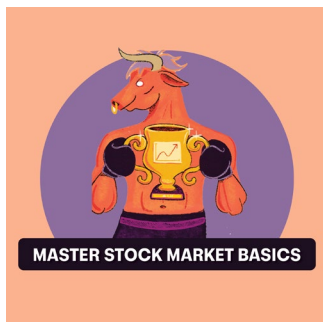
Discover the magic of a 401(K)! "Meet Your 401(K)," gives you insights into how this retirement account can shape your financial future.

Ready to get acquainted with your financial future? "Meet Your 401(K)," breaks down everything you need to know about this powerful retirement tool. Find it on our site.




### HASHTAGS

#401K #RETIREMENTPLANNING #FINANCIALFUTURE #SMARTINVESTING #FINANCIALWELLNESS #INVESTMENTKNOWLEDGE  
#FINANCIALFREEDOM #INVESTMENTINSIGHTS

## Social Media Post #8 - What is a Bull or Bear Market?



### PLATFORM

-  **Facebook** [Download](#)  
 **Twitter (X)** [Download](#)  
 **Instagram** [Download](#)

### IMAGE

### CAPTION

Uncover the secrets of market trends with this article on our site.

Curious about market trends? This article on our site— "What is a Bull or Bear Market?"—explains the dynamics of these terms and how they impact your investments.

"What is a Bull or Bear Market?"—an article on our site— gives you a clear understanding of investment terms and their implications on your investments. Check it out today.

### HASHTAGS

#BULLMARKET #BEARMARKET #INVESTMENTINSIGHTS #MARKETTRENDS #INVESTMENTEDUCATION

# 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

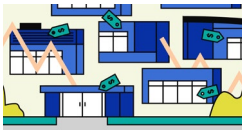
1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](https://YOURDOMAIN.banzai.org/RESOURCENAME))

## Sample Email Template

**SUBJECT LINE:** You don't have to be a pro to start investing!

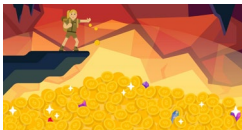
**BODY TEXT:**

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.



### Stock Market Basics

Investing remains one of the four cornerstones of a strong financial foundation. So, let's just take it one step at a time as we explore what a stock market is and how to navigate the basics with this article on our site. [Read it here.](#)



### Meet Your 401(k)

Investing remains one of the four cornerstones of a strong financial foundation. Let's take it one step at a time as we take a look at the benefits of understanding and setting up a 401(k) with this article on our site. [Read it here.](#)



### CD Calculator

A certificate of deposit (CD) is a savings account where you can't withdraw the money for a fixed amount of time. But in that time your money can accrue interest and earn you a little extra. See how much you could make with a CD with this calculator on our site. [Use it 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.





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

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

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