



Life Changes

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/

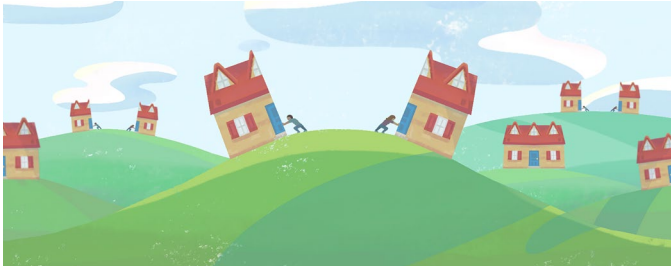


If you're unsure about your subdomain, you can find it in two ways:

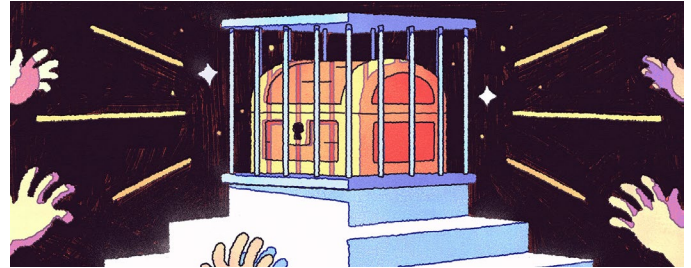
1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

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: Property and Divorce](#)



[Article: Trusts](#)



[Coach: Baby's First Year](#)



[Article: Leaving a Job](#)



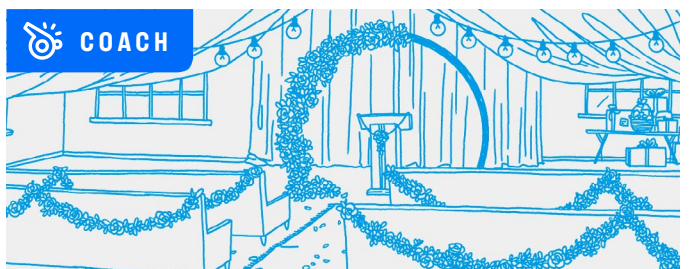
[Article: Wills](#)



[Article: Out of Work](#)



[Calculator: Emergency Fund](#)



[Coach: Cost of a Wedding](#)

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.

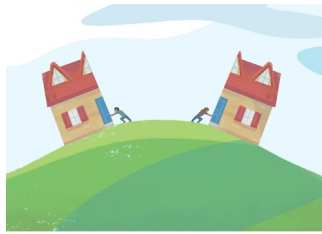
INSTRUCTIONS

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 - [Property and Divorce](#)



GOOD ADVICE AND A COOL HEAD
can help you protect your financial security in a divorce.

PLATFORM	IMAGE	CAPTION
Facebook	Download	Preparing for a divorce? Discover key considerations when it comes to property division by reading this article on our site for insights and guidance.
Twitter (X)	Download	Splitting assets during a divorce can be complex, especially when it comes to property. This article on our site offers practical tips for navigating this process smoothly.
Instagram	Download	Learn how to protect your interests and make informed decisions during a divorce with our comprehensive article on property division.

HASHTAGS

#Divorce #PropertyDivision #DivorceSettlement #PropertySplit #FinancialPlanning #ProtectYourAssets

Social Media Post #2 - [Trusts](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Interested in protecting your assets and securing your legacy? Read this article to discover the power of trusts and how they can benefit you and your loved ones.
Twitter (X)	Download	Curious about trusts and their role in financial planning? This article explores different types of trusts while debating their benefits and drawbacks.
Instagram	Download	Learn about the advantages and intricacies of trusts with our comprehensive article today.

HASHTAGS

#Trusts #AssetProtection #EstatePlanning #FinancialPlanning #WealthManagement #ProtectYourLegacy

Social Media Post #3 - [Baby's First Year](#)

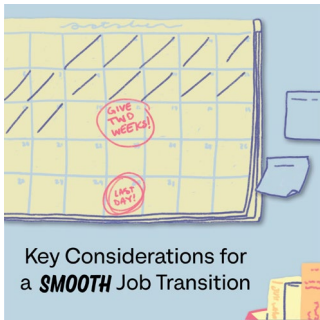


PLATFORM	IMAGE	CAPTION
Facebook	Download	Planning for Baby's first year? Discover how to navigate the costs of diapers, clothing, healthcare, and more with this Coach in our Wellness Center.
Twitter (X)	Download	Welcoming a new addition to your family? This digital Coach on our site breaks down the expenses you can expect during your baby's first year.
Instagram	Download	Learn about the financial aspects and budgeting tips associated with a new born's first year with this digital Coach on our site.

HASHTAGS

#BabyExpenses #BudgetingTips #FirstYearCosts #NewParents #BabyCosts #FinancialPlanning #BabyFirstYear #ParentingFinances

Social Media Post #4 - [Leaving a Job](#)

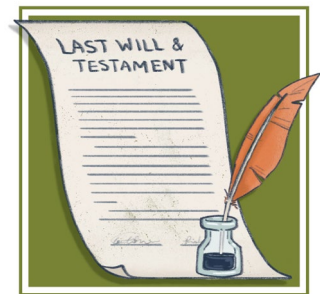


PLATFORM	IMAGE	CAPTION
Facebook	Download	Make a smooth transition from your current job by learning the tips and tricks associated with leaving a job. Check out this article on our site.
Twitter (X)	Download	From notifying your employer to managing your finances, our latest article outlines the essential to-dos associated with leaving a job. Check it out on our site today!
Instagram	Download	Exiting your current job? Ensure a seamless departure with this practical guide to leaving a job on our site.

HASHTAGS

#JobTransition #LeavingJob #JobChange #ProfessionalTransition #JobDeparture #ExitStrategy #ProfessionalEtiquette

Social Media Post #5 - [Wills](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	Discover the key elements of a well-crafted will and how it can provide peace of mind to you and your loved ones with this article on our site.
Twitter (X)	Download	Crafting a will is a crucial step in securing your assets and protecting your family's future. Learn more with this article on our site.
Instagram	Download	Thinking about drafting a will but don't know where to start? This article covers the do's and don'ts of drafting a will. Find it on our site today!

HASHTAGS

#EstatePlanning #Wills #Legacy #WillWriting #AssetProtection #FamilySecurity #EstateManagement #WillPreparation #InheritancePlanning

Social Media Post #6 - [Out of Work](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	This comprehensive article on our site covers strategies to help you protect your financial standing during stages of unemployment.
Twitter (X)	Download	From collecting unemployment to negotiating severance, this article on our site presents tips to help anyone manage being out of work.
Instagram	Download	Facing unemployment? Discover tips for managing finances, negotiating a severance, and collecting unemployment during this transitional period.

HASHTAGS

#CareerBreak #JobSeekers #ProfessionalDevelopment #UnemploymentSupport #JobSearchTips #CareerTransition

Social Media Post #7 - [Emergency Fund](#)

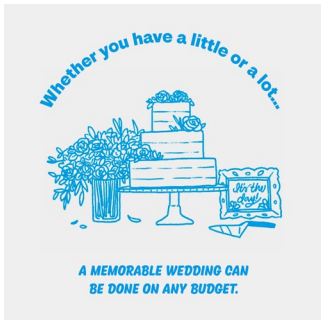


PLATFORM	IMAGE	CAPTION
Facebook	Download	Wondering how much you should save for emergencies? This calculator takes into account your unique financial situation to determine the ideal amount for your emergency fund.
Twitter (X)	Download	Ensure you're prepared for any unexpected events by calculating how much you should have in an emergency fund with this calculator on our site.
Instagram	Download	How much should you save for emergencies? Start building a financial cushion that fits your unique circumstances today with this emergency fund calculator on our site.

HASHTAGS

#EmergencyFund #FinancialSecurity #SavingsCalculator #SmartSaving #EmergencyFundCalculator #FinancialWellness #EmergencySavings

Social Media Post #8 - [Cost of a Wedding](#)



PLATFORM	IMAGE	CAPTION
Facebook	Download	From venue selection to invitation prices, this Coach on our site has you covered. Check it out for tips on budgeting for the wedding of your dreams.
Twitter (X)	Download	Wedding bells are ringing! This digital Coach on our site is here to help you navigate the costs associated with planning your special day.
Instagram	Download	Planning your dream wedding? This digital Coach on our site breaks down the expenses involved in planning a wedding and helps you allocate your budget wisely.

HASHTAGS

#WeddingPlanning #BudgetWedding #FinancialCoach #AffordableWedding #WeddingBudgeting #FinancialPlanning

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: Life changes don't have to take you by surprise.

BODY TEXT:

Understanding the financial implications associated with different life changes prepares you and your family for anything. Which is why [\[YOUR ORGANIZATION NAME\]](#) offers resources designed to coach anyone on what to do when preparing for the next chapter of their life.



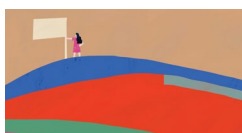
Out of Work

Losing a job unexpectedly can leave you feeling unsure of what to do next. This Banzai article helps you take control of your life by pointing out what actions are best taken when transitioning out of a job. [Read it here.](#)



Cost of Baby's First Year

Adding a baby to the family is exciting and expensive. Discover how much you'll need to add to your monthly budget when Baby comes along with this Coach session on our site. [Try it out here.](#)



Emergency Fund Calculator

An emergency fund can be used to pay for essential expenses and propel you through a tough time. Do you have enough saved in your emergency fund? This Banzai calculator helps you figure that out. [Use 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.



banzai.org | 888.822.6924

support@banzai.org

©2024 Banzai Inc. All rights reserved.