

CHRISTMAS IN JULY MARKETING KIT



CAMPAIGN OVERVIEW

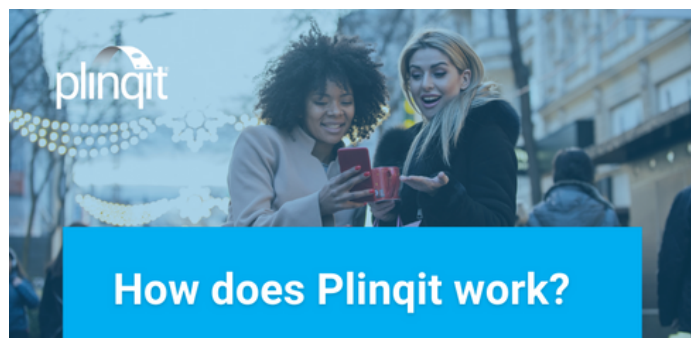
According to the [Holiday Outlook 2022](#) report published by PwC consumers will spend on average **\$1,430** on gifts, travel & entertainment.

74% of consumers are waiting for the best deals before they begin shopping, which they don't expect to see until November. *Some (25%) will start shopping in early November; however, most (41%) will wait for the Thursday through Monday of Thanksgiving weekend to do the majority of their holiday shopping.*

Who:	Social Channels: Women & Men, Ages 25-44 Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Christmas in July
When:	July 1st - 31st
Where:	Social Channels Customer Email FI Website Online/Mobile Banking Ads In Branch
Why:	Studies show the average American will spend approximately \$650 on gifts alone during the winter holidays. Add in travel and meal expenses, the holidays can cause a significant financial strain.
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buck-slips Optional: Paid advertising

SOCIAL GRAPHICS

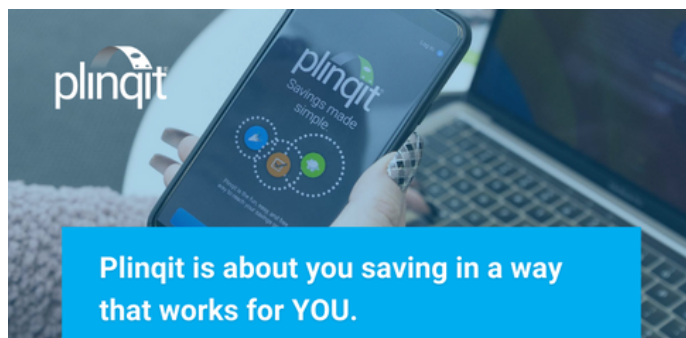
Graphics and captions can be used for posts, paid ads and make great online/mobile banking ads too.



How does Plinqit work?

Plinqit is an automated savings platform that allows you to save money. Using our app, you can determine how much you need to save a week (or month, or paycheck) to save the extra money you wish you had come holiday time.

The money comes directly out of your account and into a secure savings account so you don't have to do anything once it's set up!

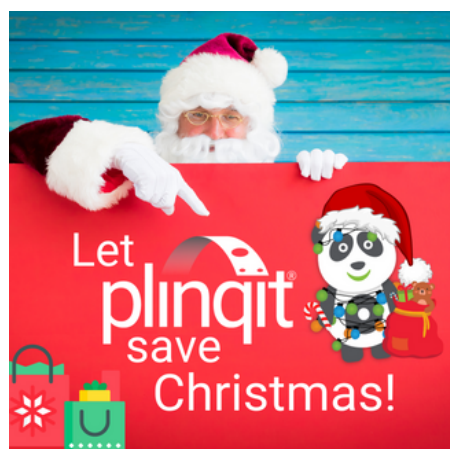


Plinqit is about you saving in a way that works for YOU.

It's your money. You set the rules. You choose the timeline. You call the shots.

Plinqit just helps you get there (for free).

Download the Plinqit app now to get started!



[Link to Template](#)



TIP: Use the template link to repurpose social graphics for website banners!



SOCIAL CAPTIONS

Graphics and captions can be used for posts, paid ads and make great online/mobile banking ads too.

Their face makes it all worth it ♥

Saving for the holiday season can be a stressful time. Let Plinqit be the key to your success this year! Set your first saving goal in just five minutes!

Sign up for Plinqit and start saving TODAY: [LINK]

Take the stress out of holiday shopping this year! Start saving for Christmas today with Plinqit! Sign up here: [LINK]

Holiday shopping can be stressful – so take some of the stress out of it by downloading the Plinqit and start saving now for those big holiday purchases! Sign up at the link below to get started! [LINK]

Getting your loved ones the perfect gift is the best feeling! Purchase your gifts without the buyer's remorse by saving for the holiday season ahead of time...

... and let Plinqit help you! Download the Plinqit app and set your holiday savings goal in just five minutes! Sign up at the link below [LINK]

How does Plinqit work?

Plinqit is an automated savings app. That means YOU set the terms and we help you get there.

Set your holiday savings goal today and set aside a little bit of money every month, paycheck, or whatever works for you. At holiday time, you have money set aside just for you to spend on your loved ones and some other holiday fun!

Sign up for Plinqit and set your first savings goal in just five minutes! Click the link below to get started [LINK]

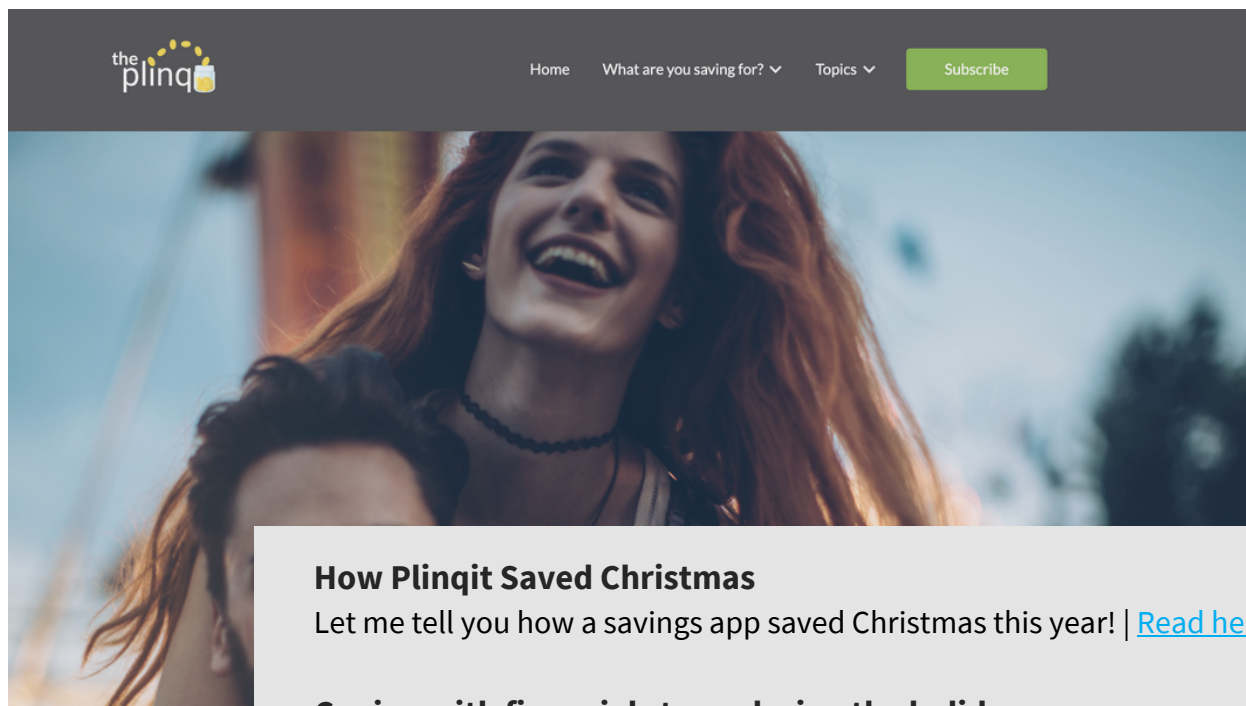


TIP: Share content right from Plinqit socials!



BLOGS

The Plinq is a great resource for financial education content! Repurpose or share the blogs below during your campaign.

**How Plinqit Saved Christmas**

Let me tell you how a savings app saved Christmas this year! | [Read here](#)

Coping with financial stress during the holiday season

Learn how to minimize your stress and cope with demanding families and friends during this holiday season. | [Read here](#)

Using Plinqit to save for your 2023 vacations

See how I'm using Plinqit to travel in 2023! | [Read here](#)

Why Financial Literacy Matters

It's Financial Literacy Month, so let's talk about what financial literacy is and why it's important. | [Read here](#)

Mental Health and Money Management

Let's talk about money management and what it has to do with your mental health. | [Read here](#)

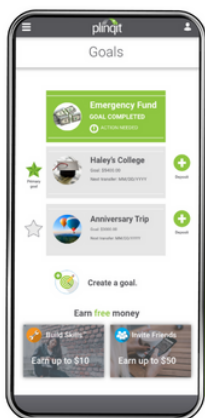
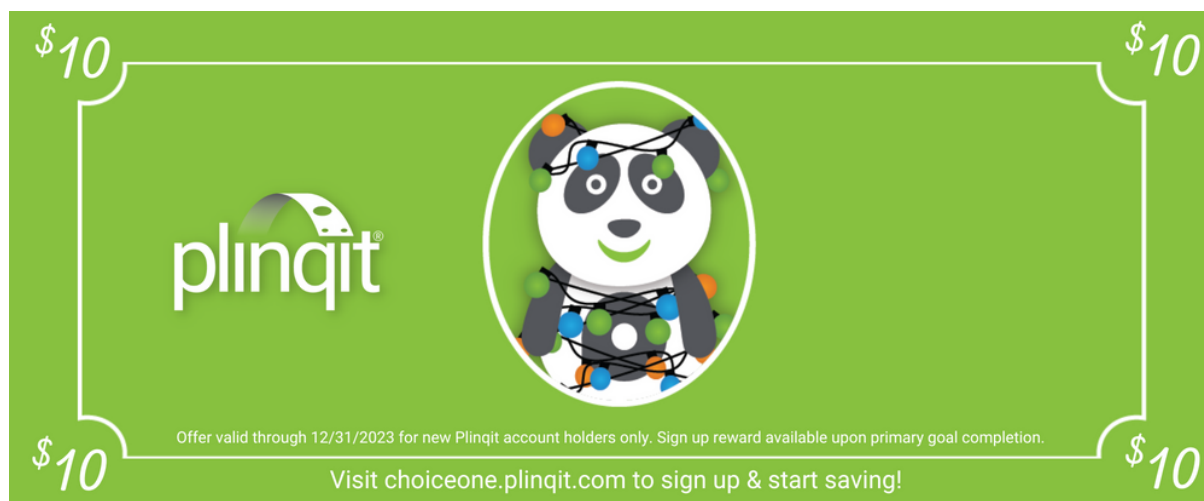
Setting the right financial goals for your future

Your financial goals are just that - YOURS. Learn how to set the right goals for the future that means the most to YOU. | [Read here](#)

TIP: When you post a blog from The Plinq it will automatically generate an image for you!

PRINT MATERIALS

Plinqit Bucks provide a physical take-away for frontline staff to utilize in the drive-thru and lobby.



Save for what matters most.

With Plinqit saving for what matters most to you is simple & automatic! Simply set your goal, decide how much and how often you'd like to save, then let Plinqit do the rest. Plinqit savers are 2x more likely to achieve their savings goals.

Set Up to 5 Goals

Plinqit helps you save for the things you want and put away money for what you need.

Earn Cash Rewards

Earn up to \$9.99 each time you reach your savings goal. Tell your friends and you can earn up to \$25 in rewards.*

Get Paid to Learn

Watch a video or read an article, take a quick 2-question quiz and get paid into your savings goal!



Scan to
Get Started

Use code _____ when you sign up and earn a \$10 reward when you complete your first goal!

[Link to Template](#)



TIP: Use the template link to repurpose the slips for lobby screens!

IN-BRANCH

Get your team involved in the campaign by hosting a branch decoration contest!



The best way to spread Christmas cheer is by singing loud for all to hear!

Ok Buddy, maybe we don't sing, but there are other ways to draw attention to the promotion!

- Host a lobby or door decoration contest between branches
- Run a contest on Facebook for likes and shares! Open a gift every Friday in July and award a random winner!
- User Take-ones or BuckSlips to raise awareness in the lobby, drive-thru or community events. The branch with the most codes redeemed wins!

