



CHRISTMAS IN JULY MARKETING KIT

2026

CAMPAIGN OVERVIEW

According to the [National Retail Federation \(NRF\)](#), Black Friday remains the top shopping day for both in-store and online, with 80.3 million in-store shoppers and 85.7 million online. When *travel and entertainment are included, average seasonal spending reaches \$1,595 per consumer*.

Use this campaign to boost user engagement, brighten your socials, and connect with your customers in a fun, relatable way. We've put together three ready-to-share social posts that include copy, graphics, and recommended hashtags to help spark engagement, attract new savers, and support deposit growth.

Who:	Social Channels- Women & Men, Ages 25-44 Current Customers- Active on mobile banking (checking or savings account required) Lobby Traffic- New account holders
What:	Christmas in July
When:	July 2026
Where:	Social Channels Customer Email E-Newsletter FI Website Online/Mobile Banking Ads In Branch
Why:	Studies show the average American spends \$890 on shopping alone during the winter holidays. Beyond gifts, holiday travel, dining, and celebrations can quickly add up, creating significant financial strain.
How:	Digital distribution In Branch
Budget:	Optional/Paid advertising Giveaways- T-shirts, Cups, Pens, Stuffed Pandas, Pizza Day

SOCIAL CAPTIONS

Graphics and captions can be used for posts, stories, or reels.

There's no better time than NOW to start saving. The holiday season will be here before you know it! Whether you're planning for gifts, travel, or holiday traditions, Plinqit helps you prepare one goal at a time.

Set your first savings goal in under 5 minutes and let your holiday fund grow before the season arrives!

Christmas may be months away, but there's no better time to start saving! Set your holiday savings goal with Plinqit today and make this season a little merrier and a lot less stressful. Sign up is FREE, QUICK, and EASY. Log in to your <Insert FI Name> online or mobile banking app and start saving TODAY!

[CTA button: Online banking URL]

#ChristmasinJuly

Celebrate the joy of giving without the worry of holiday debt. By saving a little throughout the year with Plinqit, you can avoid the stress of holiday debt.

Log in to your online or mobile banking to start saving with Plinqit today! [CTA button: Online banking URL]

Take the stress out of holiday shopping this year! Start saving for Christmas today with Plinqit! Log into your online or mobile banking app, set your first savings goal in under 5 minutes, and let your holiday fund grow before the season arrives!

For your email or e-newsletter, please feel free to use some or all of the following messaging.

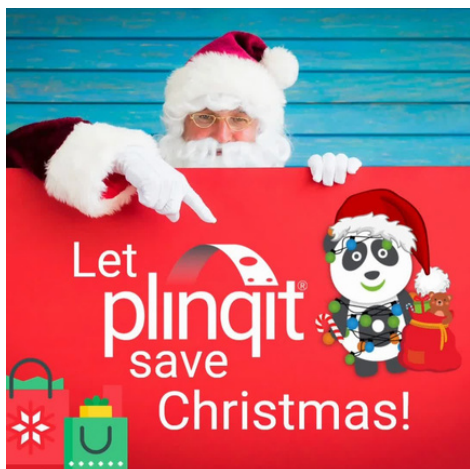
- Plinqit is easy to set up, and you can earn cash rewards for watching videos or reading short articles on financial wellness topics. Log in to online banking to sign up.
- If you tend to pay bills late or aren't saving enough, automating your finances can help you manage your money better. Enroll through your online banking.
- Join thousands of users who have reached their savings goals with Plinqit. Log in to your online banking to sign up and start saving smart.

Note: Make sure there are plain-text versions of emails so customers using screen readers can access them.

SOCIAL GRAPHICS

Attention-getting images plus a memorable tagline.
All you need is to add your logo!

1080px x 1080px



COMPLIANCE

A Friendly Compliance Reminder

We're excited to share these customizable marketing materials with you to help promote Plinqit's automated savings platform! Our goal is to provide engaging content that makes it easy for you to connect with your audience while ensuring everything aligns with your institution's policies and regulatory requirements.

As with any marketing materials, we encourage you to have your compliance and marketing teams review them before launch to ensure they meet your institution's specific requirements. Every financial institution has unique regulatory obligations, and a quick review will help confirm that all necessary disclosures and compliance considerations are addressed.

We're here to support you and want to make this process as smooth as possible. If you have any questions, please don't hesitate to reach out. We truly appreciate your partnership and look forward to making this campaign a success together!

ACCESSING FILES

Canva

[Template](#)

Our Canva templates are designed to be both customizable and easy to use. To get started, simply click the template button to open it in Canva. From there, you can easily customize the text, images, and colors to match your brand and your message. With Canva's intuitive drag-and-drop interface, you can create beautiful designs in just minutes.

[Zipped File](#)

Click on the link to download the file to your computer. Once the file has finished downloading, locate it in your computer's downloads folder or wherever you saved it. Extract the contents: To access the files inside the zipped file, you will need to extract, or unzip, them.

[Request Upload](#)

Prefer to use your own secure file transfer system? Click "Request Upload" to email rhart@plinqit.com