

PAY YOURSELF FIRST WITH PLINQIT MARKETING KIT



CAMPAIGN OVERVIEW

Freshen up your marketing and advertising with a professionally designed Plinqit campaign. You'll have everything you need to generate engagement and reinforce your brand, plus attract new customers, with Plinqit marketing.

The campaign for Q2 2024 features empowering messaging and aspirational imagery that brings savings goals to life.

ACCESSING FILES



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 complete the form.

CAMPAIGN OVERVIEW

"I'm excited to share the Q2 2024 campaign assets with you," says Crystal Boyer, SVP of Client Success for Plinqit. "This quarter, we are jumping on the financial self-care trend with an empowering theme, 'Pay Yourself First.' Helping people gain more control of their finances is more important than ever. We hope this campaign helps differentiate your brand and showcase your service."

Who:	Social Channels: Women & Men, Ages 25-44 Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Pay Yourself First Campaign
When:	Anytime
Where:	Social Channels Customer Email FI Website Online/Mobile Banking Ads In Branch
Why:	Increase awareness of FI offering of free automated savings and financial wellness tools by encouraging consumers to prioritize savings and their own financial freedom.
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buckslips Optional: Paid advertising

MESSAGING

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

Pay Yourself First with Plinqit

Make your financial freedom a priority. Sign up for Plinqit in minutes, automate your savings, and achieve your goals.

[CTA button] Start today (Add URL to CTA)

Pay Yourself First with Plinqit

Reduce temptation by automating your savings. Out of sight, out of mind...until it's time to make your dreams a reality. This time you'll be ready for it!

[CTA button] Sign up now (Add URL to CTA)

Pay Yourself First with Plinqit

Savings is self-care. Automating your savings can help you better manage your money. Sign up for Plinqit in less than 5 minutes!

[CTA button] Sign up now (Add URL to CTA)

Pay Yourself First with Plinqit

Saving for big and little goals starts with setting up your automated Plinqit savings goal. And you can earn while you learn!

[CTA button] Try Plinqit today (Add URL to CTA)

Pay Yourself First with Plinqit

Join thousands of users who have reached their savings goals with Plinqit. Download our app and start saving smart.

[CTA button] Try Plinqit today (Add URL to CTA)



TIP: Share content right from Plinqit socials!



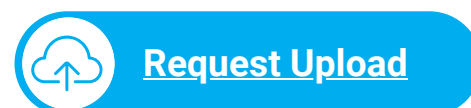
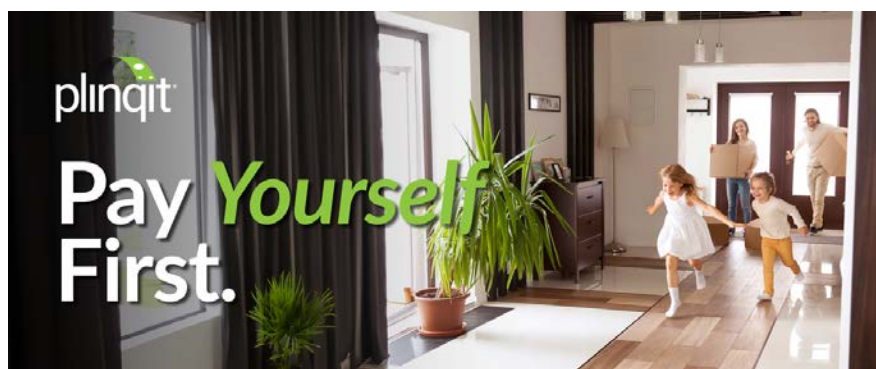
SOCIAL GRAPHICS

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

1080px x 1080px



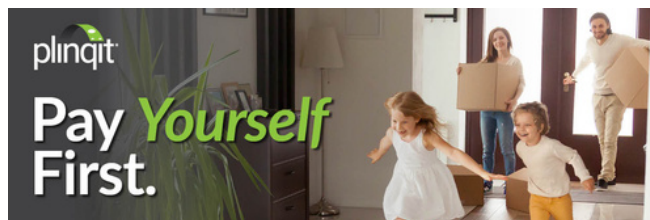
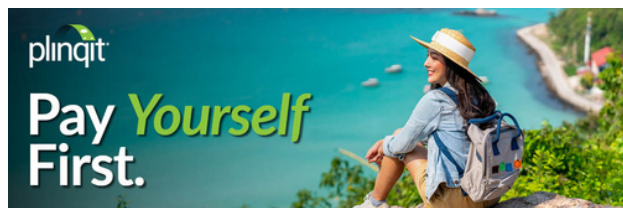
940px x 388px



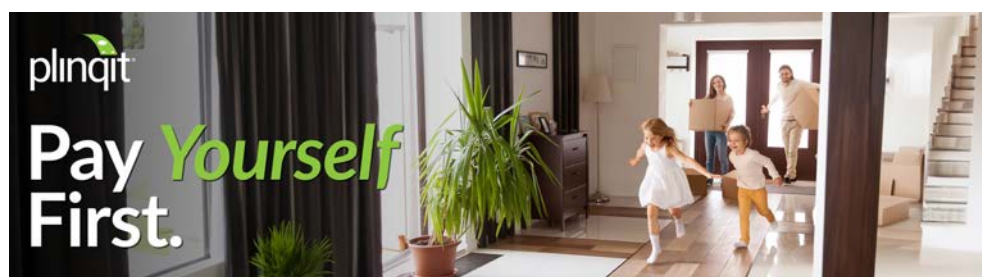
WEB BANNERS

Sizes 600px x 200px, 4500px x 1250px, 6912px x 3456px

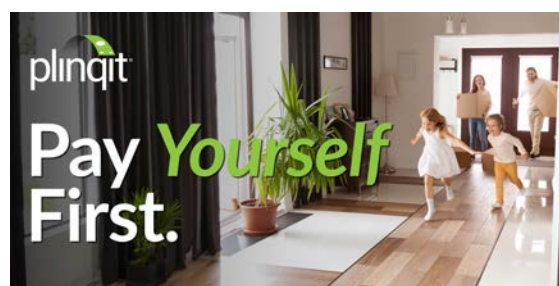
600px x 200px



4500px x 1250px



6912px x 3456px

[Zipped File](#)[Request Upload](#)

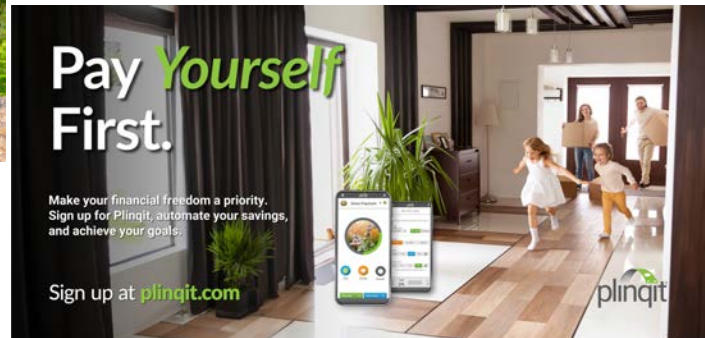
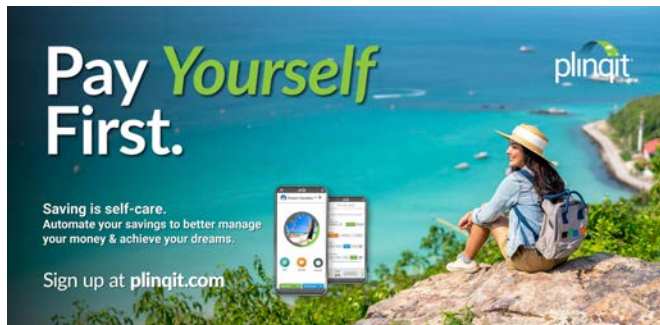
TV SCREENS

Sizes 1920px x 1080px, 4770px x 2325px, 8000px x 4250px

1920px x 1080px



4770px x 2325px



8000px x 4250px



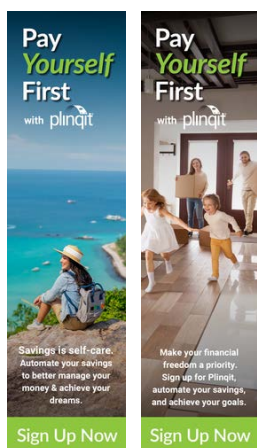
Canva

[Template](#)[Zipped File](#)[Request Upload](#)

DISPLAY ADS

Sizes 160px x 600px, 300px x 50px, 300px x 250px, 320px x 50px, 600px x 315px, 728px x 90px, 1200px x 627px

160px x 600px



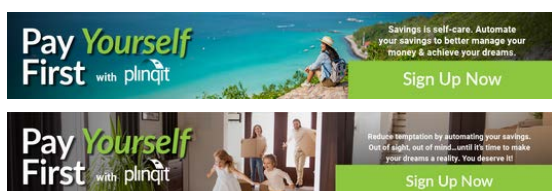
600px x 315px



1200px x 627px



320px x 50px



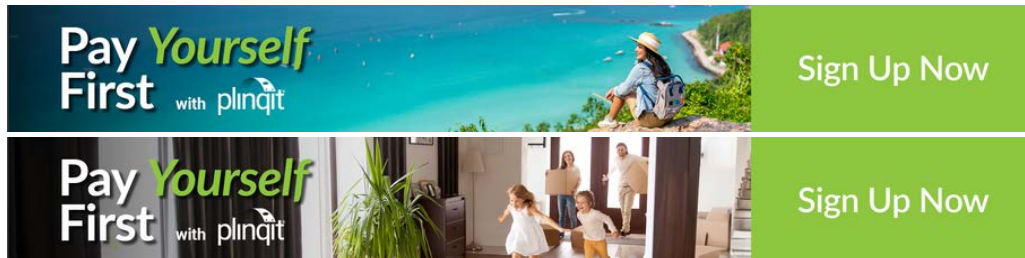
300px x 50px



300px x 250px



728px x 90px



[Zipped File](#)



[Request Upload](#)



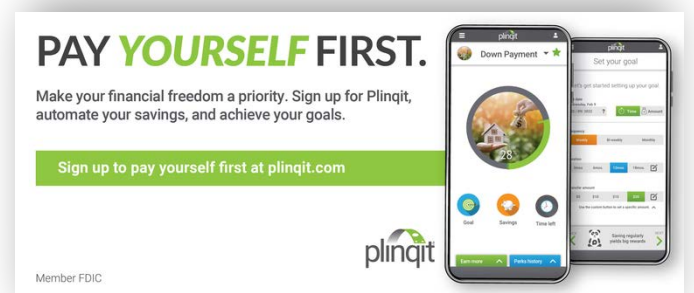
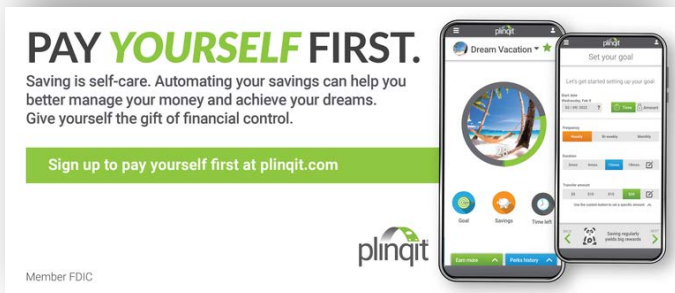
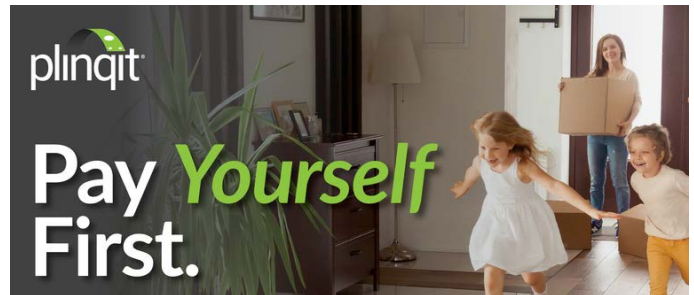
BUCKSLIPS

Sizes Horizontal 8.5in x 3.67in Vertical 3.67in x 8.5in

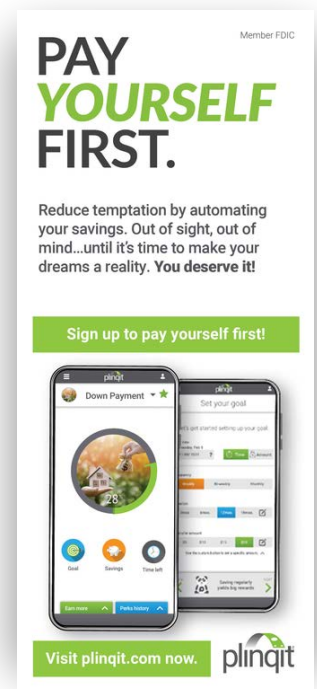
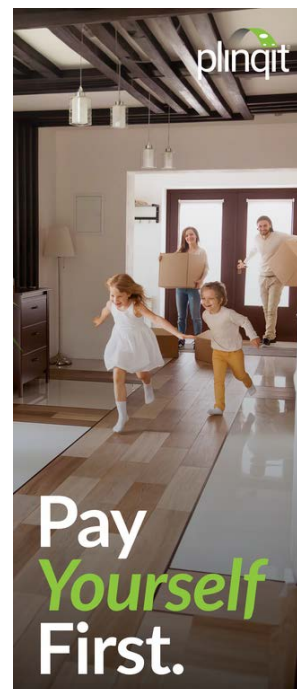
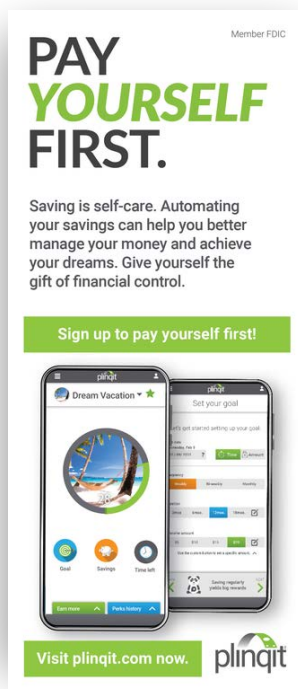
Horizontal 8.5in x 3.67in

Canva

Template



Vertical 3.67in x 8.5in



Canva

Template

.zip

Zipped File

Request Upload

Request Upload

POSTER

Sizes Vertical 8.5in x 11in

plinqit

Pay Yourself First.

Saving is self-care.
Automating your savings can help you better manage your money and achieve your dreams. And you can earn while you learn about financial wellness!

Sign up to pay yourself first at plinqit.com

plinqit

Pay Yourself First.

Reduce temptation by automating your savings.
Out of sight, out of mind... until it's time to make your dreams a reality. You deserve it!

Sign up to pay yourself first at plinqit.com

Canva

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EMAIL BANNER

Sizes 600px x 388px



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

- Savings is self-care. Automating your savings can help you better manage your money and achieve your dreams. Give yourself the gift of financial control.
- Plinqit is easy to set up, and you can earn cash rewards for watching videos or reading short articles on financial wellness topics like how to understand your FICO score, best ways to budget, and more.
- If you tend to pay bills late or aren't saving enough, automating your finances can help you better manage your money.
- Join thousands of users who have reached their savings goals with Plinqit. Download our app and start saving smart.

[Zipped File](#)[Request Upload](#)