



 access



BACK TO SCHOOL

Marketing Toolkit

Best Time to Use: June 1 - August 31



Contents

- Marketing Copy 1
- Social Media Content 2
- Web & Email Banners 4
- Digital & Print Flier 5
- PowerPoint Slide 6
- Email HTML 6



Back-to-school season means big spending, and your members shouldn't pay full price. K-12 families average \$875, college households \$1,364, and 95% of teachers are still reaching into their own wallets for classroom supplies. Now's the perfect time to remind your members that their exclusive discounts cover everything they need: tech, school supplies, clothing, dorm essentials, classroom must-haves, and more.



Marketing Copy

- **Mini**
Your back-to-school savings are waiting! Shop exclusive deals.
- **Short**
Your back-to-school savings are waiting! Shop exclusive discounts before the bell rings.
- **Medium**
Back-to-school season adds up fast. Use your exclusive discounts and keep more money in your pocket.
- **Long**
New school year, same great savings. Shop exclusive member discounts on tech, supplies, clothing, shoes, decorations, snacks, and more.



Pro Tip:

Need tips on how to utilize the toolkit materials?
Check out this video tutorial:

[How to Use Marketing Toolkits](#)

How to Use
Marketing Toolkits

access

Social Media Content

These images can be used on Facebook, Instagram, and other social channels to help extend the reach and awareness of back-to-school savings. Images can be used as is and have room to add your logo.

1015x1350

1080x566

1080x1080

1080x1350

1080x1920

1200x630

Download Images



Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own back-to-school promotions.

[DOWNLOAD HERE >](#)

Themed Back-to-School Images

We've provided various creative options for different back-to-school savings opportunities your members may be interested in for tech deals, apparel, school supplies, and more.

Download Themed Images



Want more content like this? [Visit your CMP](#)



Social Media Content

Copy and paste the messaging into your social media channels, emails, internal communications, etc.

OPTION 1:

Get ahead of the back-to-school chaos. Member discounts on supplies, tech, and clothing are live now! Shop early and skip the rush.

OPTION 2:

PSA: The best back-to-school deals are right now. Skip the crowded aisles and last-minute stress. Shop your exclusive member discounts early and check every box on the list. ✓

OPTION 3:

From the first day of school to the last, your membership pays off all year long. Start the school year right with exclusive discounts on everything you need.

OPTION 4:

Back-to-school season is here and your savings are too. 🙌 Shop exclusive discounts on supplies, tech, clothing, and more.

OPTION 5:

New school year. Big savings. From laptops to lunchboxes, members save on everything back-to-school.

OPTION 6:

The school year waits for no one. Stock up on supplies, tech, clothing, and classroom essentials with exclusive discounts! 🍎✎

OPTION 7:

The first day is almost here. Are you ready? There's still time to save on everything back-to-school. Shop exclusive discounts on supplies, tech, clothing, and more before the bell rings.

OPTION 8:

Last-minute back-to-school shopping? 🛒 Your exclusive member discounts have you covered. Supplies, tech, clothing, and more – all discounted. 🙌



Web & Email Banners

These banners can be used in your emails, bulletins, newsletters, and other communications. Make sure to place them as close to the top of your emails as possible, ensuring your audience sees them as soon as they open the email. Banner images can be used as is and have room to add your logo.

242x463

300x250

300x300

396x175

458x720

468x60

600x125

600x220

600x400

700x400

716x130

728x90

1020x380

1140x655

1200x600

1208x744

1272x792

1500x500

1500x1000

1600x350

1600x800

1880x360

2400x1350

Download Banners



Digital & Print Flier

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using the asset, don't forget to customize it with your program information, so your audience knows where to go to get their savings.

Shop and save at

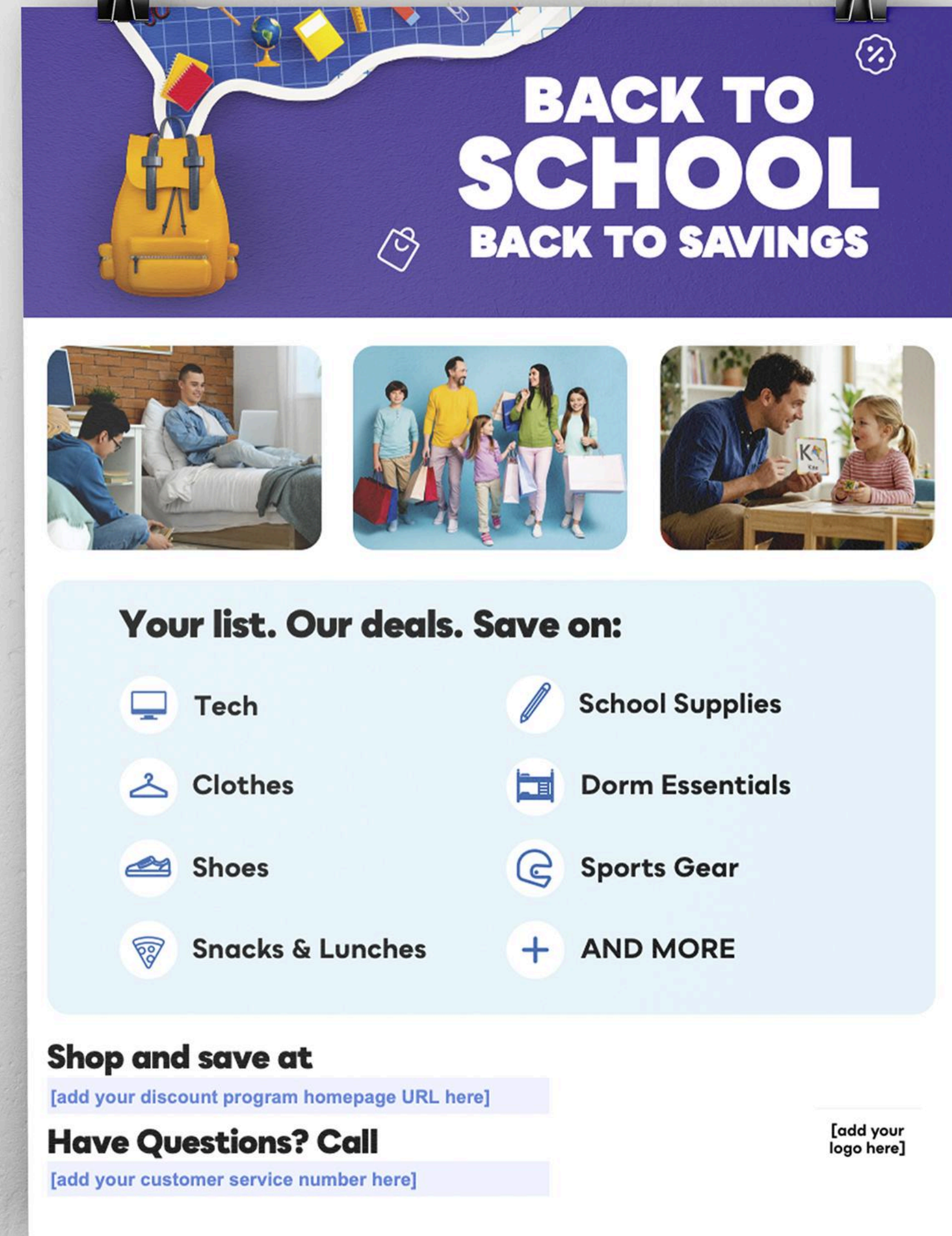
[add your discount program homepage URL here]

Have Questions? Call

[add your customer service number here]

[add your logo here]

Download Flier



BACK TO SCHOOL BACK TO SAVINGS

Your list. Our deals. Save on:

- Tech
- School Supplies
- Clothes
- Dorm Essentials
- Shoes
- Sports Gear
- Snacks & Lunches
- AND MORE

Shop and save at
[add your discount program homepage URL here]

Have Questions? Call
[add your customer service number here]

[add your logo here]





PowerPoint Slide

You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, new employee orientations, or at AR & Local Leader and member training presentations.

16:9 | 4:3

[Download Slide](#)



Email HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

[Download HTML](#)



Contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets. If you don't know who your CMS is, call our customer service number and they can find out for you at **1-877-408-2603**.

