



BACK TO SCHOOL

Marketing Toolkit

Best Time to Use: June 1 - August 31



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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 this year's back-to-school savings. Two options have been provided – one that is ready to use as is and has room to add your logo, and one that includes the Access Perks 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 the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two options have been provided – one that is ready to use as is and one that includes the Access Perks logo.

242x463	600x400	1272x792
300x250	700x400	1500x500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1600x800
468x60	1140x655	1880x360
600x125	1200x600	2400x1350
600x220	1208x744	

[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. Two options have been provided – one that has room to add your logo, and one that includes the Access Perks logo.

Shop and save at

[add your discount program homepage URL here]

Have Questions? Call

[add your customer service number here]



Download Flier





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**.

