

YOUR HOLIDAY SHOPPING

MARKETING TOOLKIT



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Holiday spending is holding steady in 2026, and three trends are shaping how shoppers are getting there. Value is winning over luxury, with more shoppers hunting for deals and choosing practical purchases. The season is starting earlier too, with spending intentions peaking in October. And shoppers are favoring mid-priced items that feel like a smart buy.

To help your members shop smart this season, we've rolled out festive promotions across email and the discount program website, plus this Holiday Marketing Kit with ready-to-use materials to make it easy.

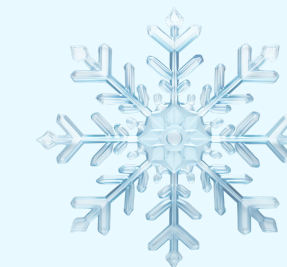
Available through December 31!



Need tips on how to utilize the toolkit materials?

Check out this video tutorial.





MARKETING COPY

Mini Overview:

Holiday magic. Festive savings! Save on every part of your season.

Short Overview:

Holiday magic. Festive savings! Save on gifts, fashion, décor, treats, and more.

Medium Overview:

Holiday magic. Festive savings! Save on every part of your season — gifts, fashion, home décor, party supplies, treats, and more.

Long Overview:

Holiday magic. Festive savings! [Your Program Name Here] brings the deals for every season — gifts, fashion, home décor, party supplies, treats, and more.



SOCIAL MEDIA CONTENT

These images and the copy on page four can be used on Facebook, Instagram, and other social channels to help extend the reach and awareness of holiday savings. Two different creative options have been provided. Both options can be used as is and have room to add your logo.

1015x1350	1080x566	1080x1080
1080x1350	1080x1920	1200x630

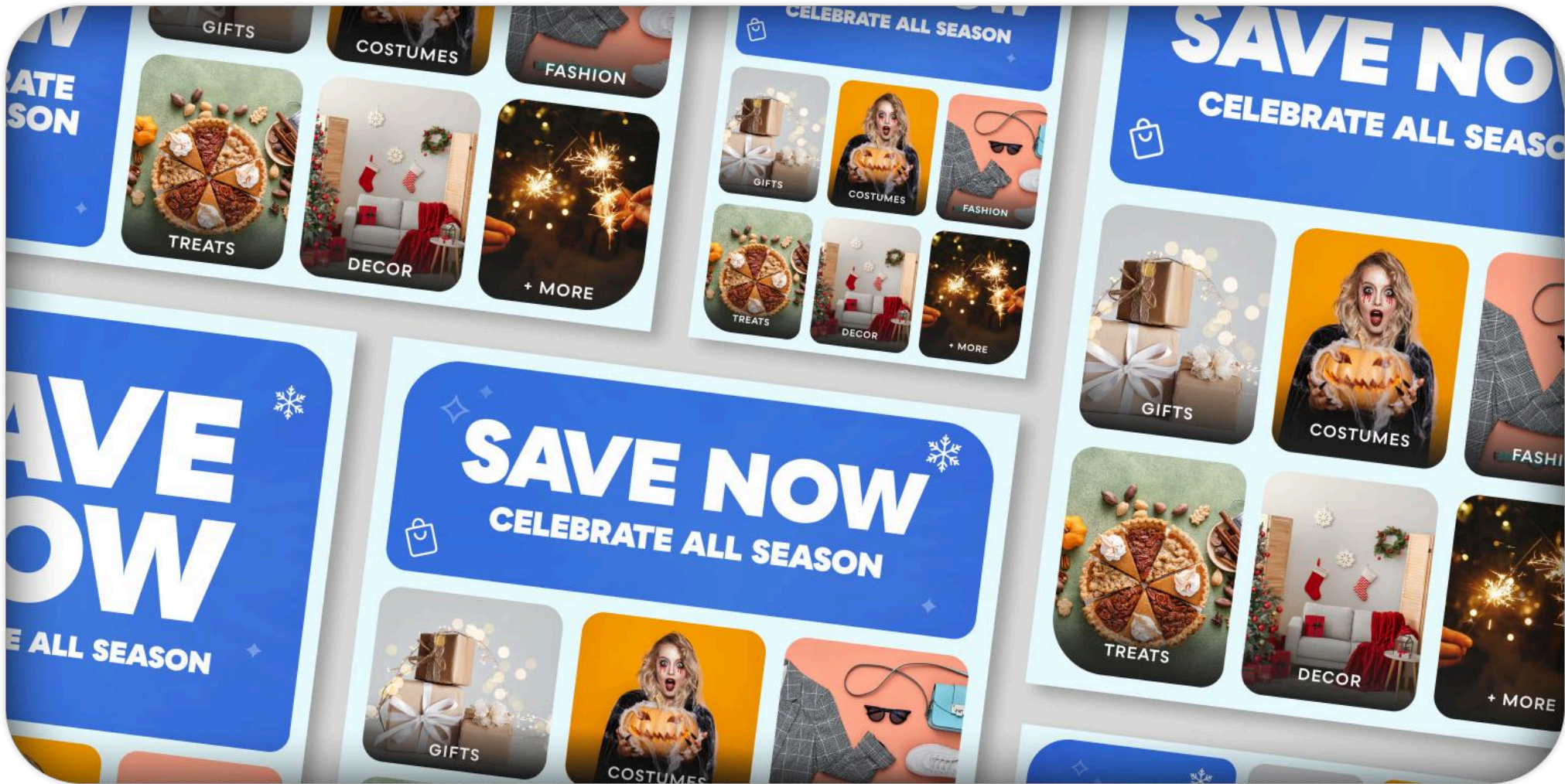
Download Images



Raw Images

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

[DOWNLOAD IMAGES >](#)



SOCIAL MEDIA CONTENT

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

OPTION 1

✨ October to December is basically one long holiday party, and your member savings are invited to all of it. Costumes, décor, gifts, treats, and everything in between. Shop it all at [Add Your Discount Program Homepage URL Here] and let the season do its thing (for less). 🍂🎄

OPTION 2

Real talk: the holidays are expensive. Your member discounts can help. Save on gifts, décor, party supplies, and all your seasonal favorites at [Add Your Discount Program Homepage URL Here].

OPTION 3

The holidays. All at member prices. All season long. Shop and save at [Add Your Discount Program Homepage URL Here].
🎁 Gifts
🎄 Décor
🍬 Treats
👤 Costumes
🥳 Party supplies

OPTION 4

Who else is already thinking about holiday shopping? 🧑🏻 Good news! Your exclusive discounts on gifts, décor, party supplies, and seasonal favorites are live now at [Add Your Discount Program Homepage URL Here].

OPTION 5

We checked twice. These deals are nice. 🎁
Shop holiday savings at [Add Your Discount Program Homepage URL Here].

OPTION 6

Still have people left to shop for? Same.
Good thing your member savings are ready at [Add Your Discount Program Homepage URL Here].

OPTION 7

Hey, just a friendly reminder that your exclusive savings on holiday shopping are available now. Shop at [Add Your Discount Program Homepage URL Here].

OPTION 8

We see you, last-minute shopper. Your savings are right here waiting at [Add Your Discount Program Homepage URL Here].

OPTION 9

The holidays don't wait, and neither should your savings. Shop gifts, décor, and more at [Add Your Discount Program Homepage URL Here]. 🎄

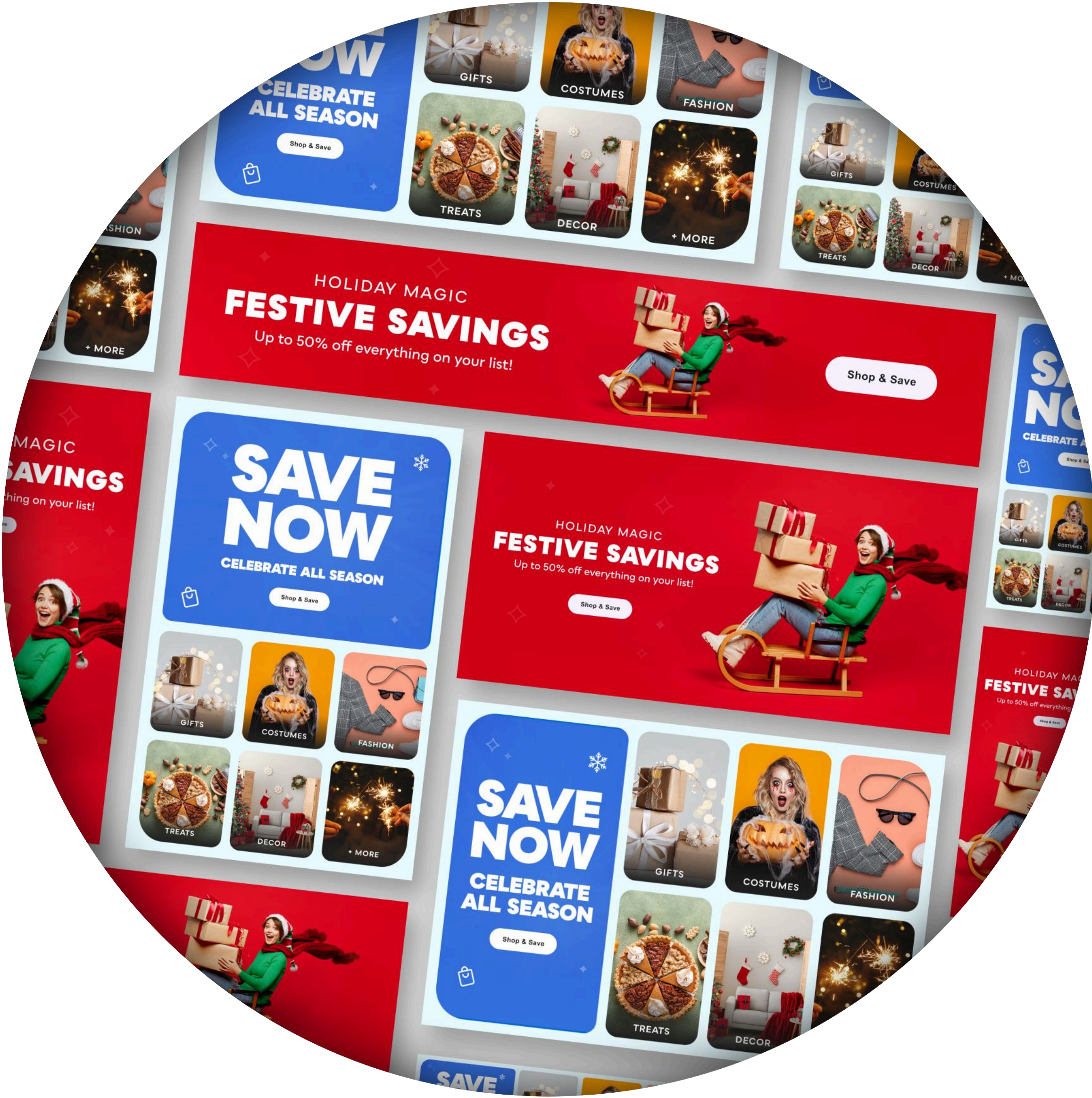


WEB & EMAIL BANNERS

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 different creative options have been provided. Both options can be used as is and have room to add your logo.

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

Download Banners



DIGITAL/PRINT FLIERS

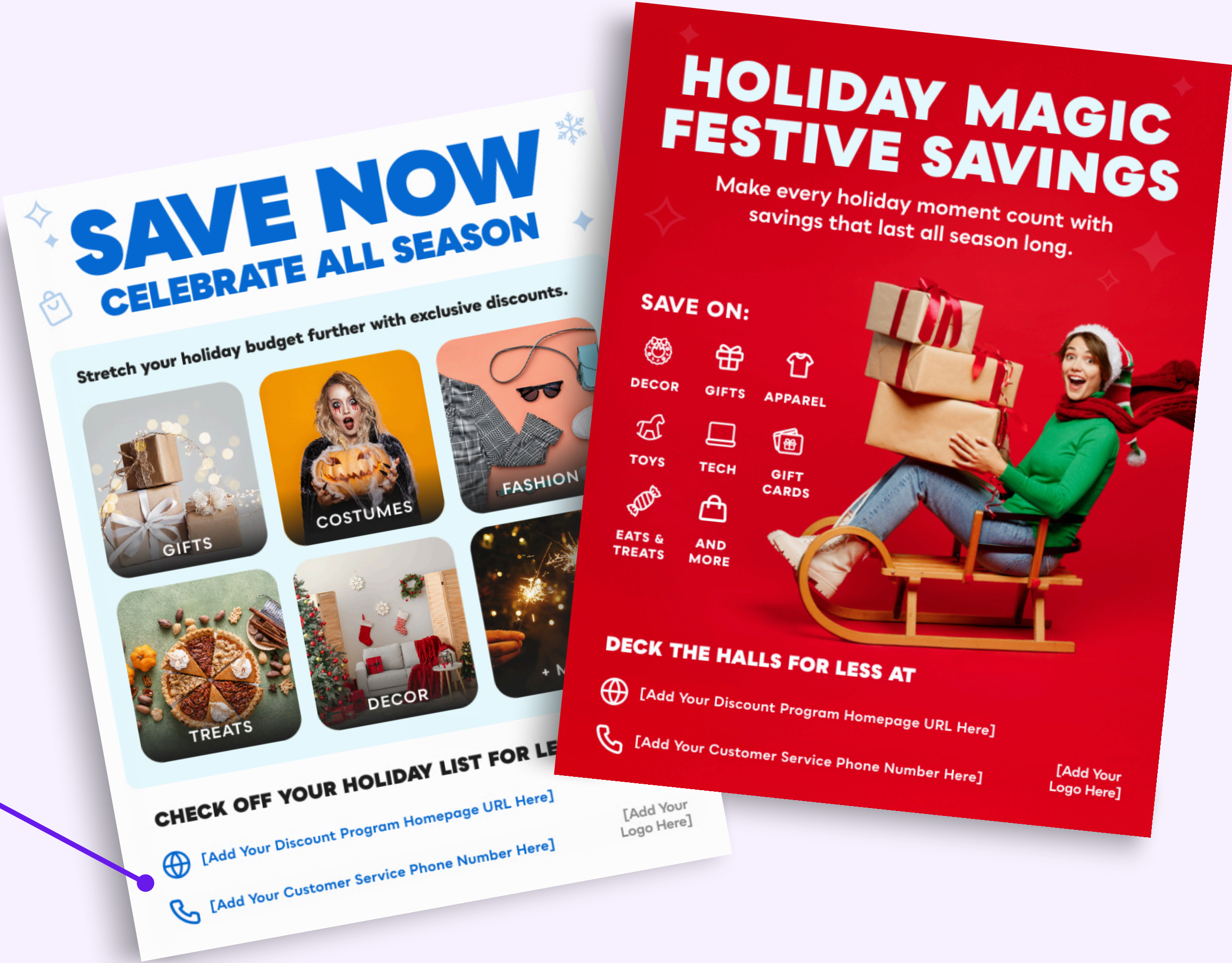
These fliers can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize them with your program information, so your audience knows where to go to get their savings.

 [Add Your Discount Program Homepage URL Here]

 [Add Your Customer Service Phone Number Here]

[Add Your Logo Here]

Download Fliers



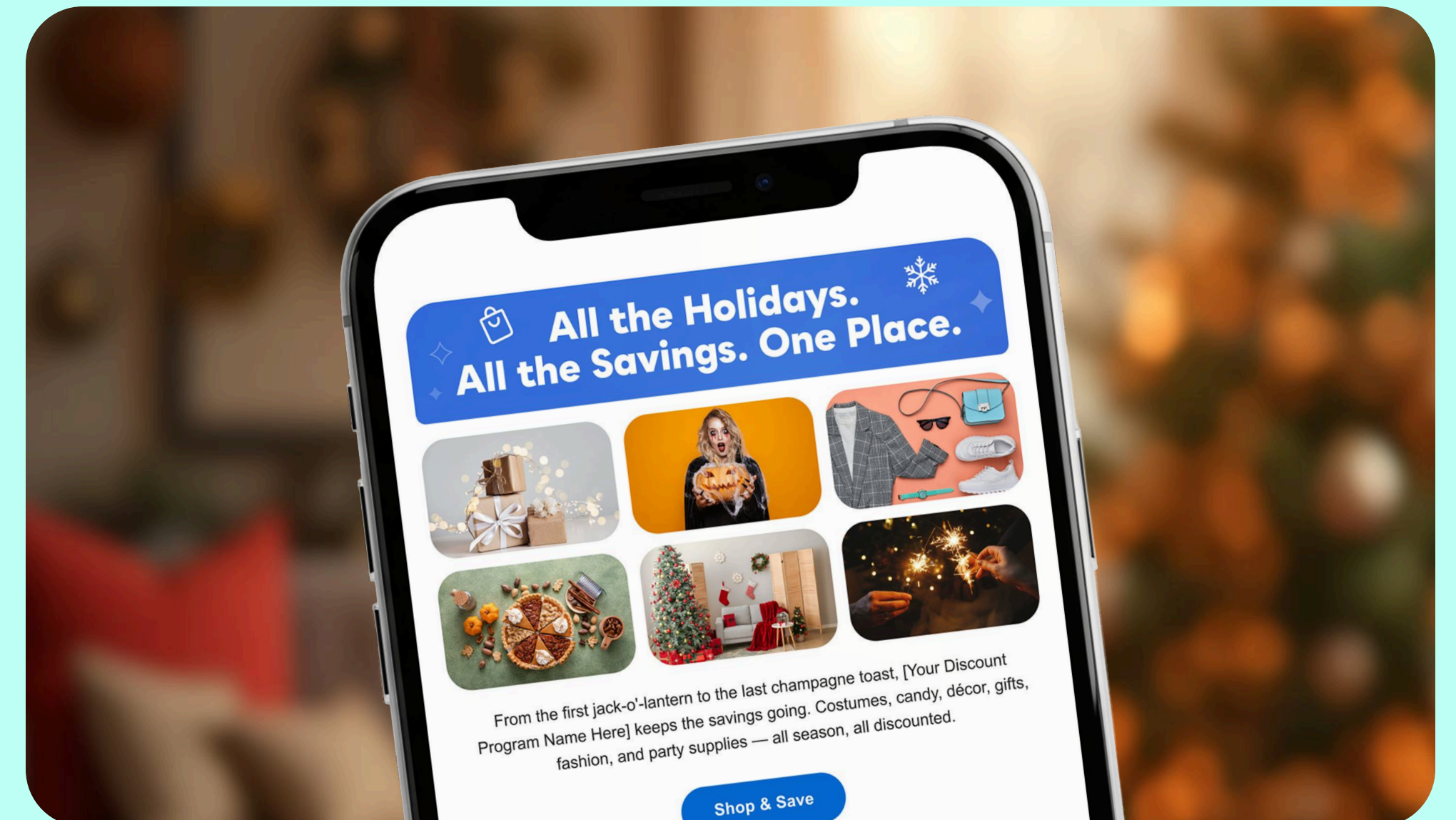


POWERPOINT SLIDES

You can utilize these slides to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9 | 4:3

[Download Slides](#)



EMAIL HTML

For clients not using Access Email Marketing Services, or even those that do and want to send an extra message, you can grab the HTML to email your audience on your own. 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](#)





Don't hesitate to 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 1-800-331-8867.

