access







YOUR LAUNCH MARKETING TOOLKIT

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OVERVIEW

We are excited and ready to help you launch your discount program! From banners and social media to fliers and welcome emails, get all the ready-to-use materials you need to share the great news with your members for a successful launch.



MARKETING COPY

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. Make sure to remove any reference to categories not available in your subscription.

SHORT

Exciting News! We're launching [add your discount program name here], a private savings network exclusively for our members. You can save up to 50% on local eats, retail, services, online shopping, hotels, theme park tickets, movies, and more. Get started at [add your discount program homepage URL here].

MEDIUM

Have you checked out [add your discount program name here], your private discount program? We're offering this new benefit to our members, helping you save up to 50% when eating out, shopping online, servicing your car, taking a vacation and more. To access your members-only savings, simply sign up or sign in at [add your discount program homepage URL here]. Explore over one million places to save and get more out of life!

LONG

Have you heard? We've added a new, money-saving benefit for our members to enjoy. [Add your discount program name here], your members-only discount program, offers deals on tech, movies, apparel, furniture, beauty products, gym memberships, theme park tickets, hotel stays, car rentals, flights and so much more. If you haven't already, sign up today and explore how much you can save. It's fast and easy! Simply:

1. Visit [Add Your Discount Program Homepage URL Here].

2. Click "Sign Up" in the top right corner and fill out the necessary information.

3. Create a password. Now you're ready to save!



SOCIAL MEDIA IMAGES

These images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is and also has room to add your logo.

1080 × 1920	1200 × 630	1080 × 1080
1080 × 1350	1015 × 1350	1080 × 566

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 promotions.

Download Images



SOCIAL MEDIA COPY

Social media is a great way to communicate special offers with your audience. This messaging can be copy and pasted into your social platforms to help introduce and promote your discount program.

OPTION 1

Arrived: Your Members-Only Savings! With [Add Your Discount Program Name Here], you'll enjoy a variety of discounts where you work, live, and travel. Go to [Add Your Discount Program Homepage URL Here] to explore your deals.

OPTION 2

Say hello to [Add Your Discount Program Name Here], your new members-only discount program! Ditch paying full price and use your savings to experience more for less. Discover thousands of deals at [Add Your Discount Program Homepage URL Here].

OPTION 3

How would you feel about saving money on travel, movies, car services, clothing, activities, electronics, and more? We thought you'd love it! Meet your new members-only benefit, [Add Your Discount Program Name Here]. Discover your deals at [Add Your Discount Program Homepage URL Here].

WEB & EMAIL BANNERS

The banners we've created 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 banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is and also has room to add your logo.

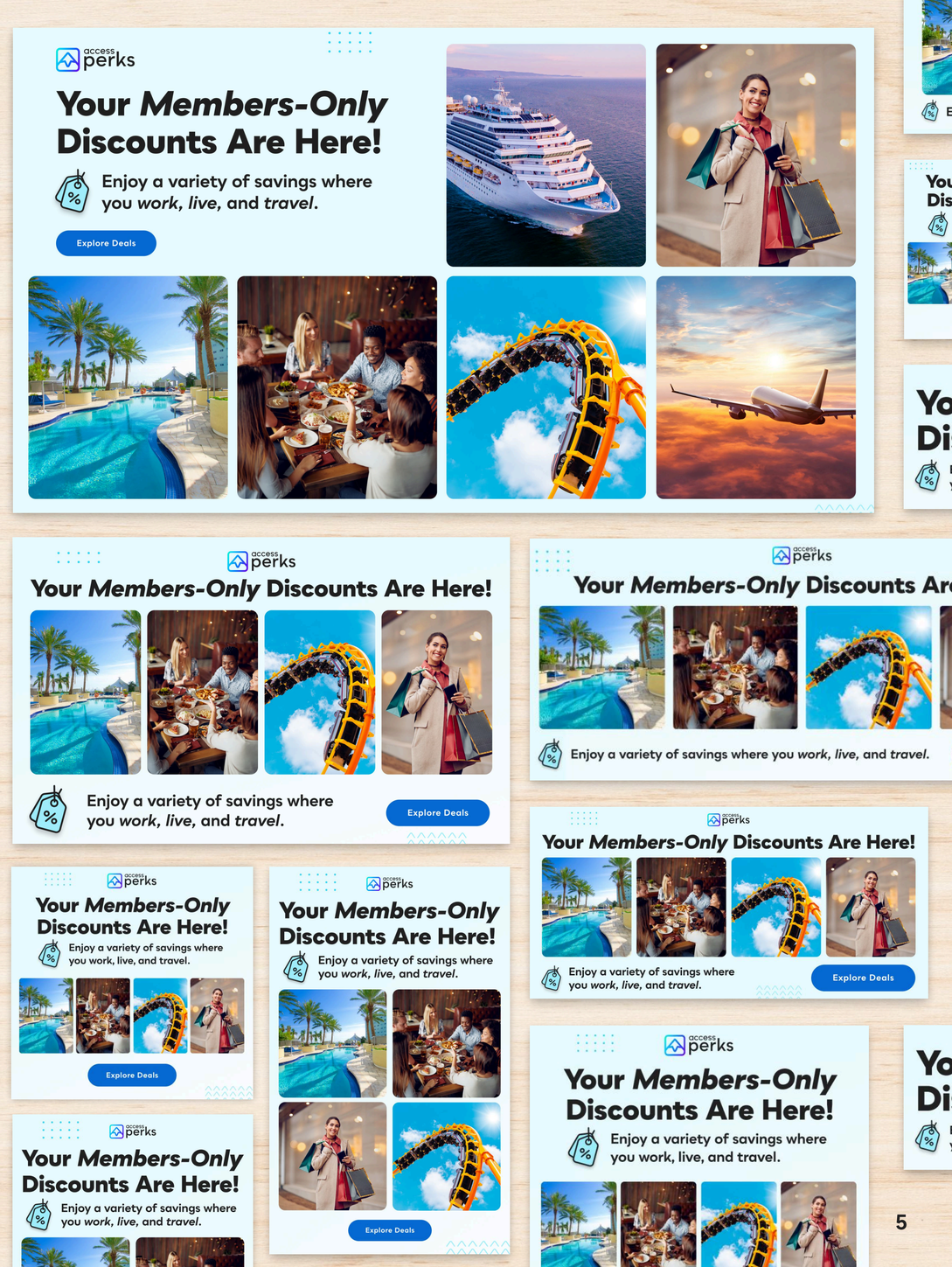
Email Banner Sizes:

600 × 288	300 × 288

Web Banner Sizes:

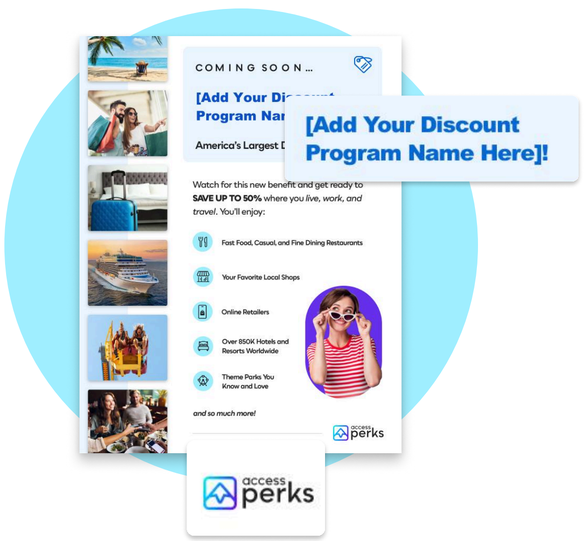
242 × 463	600 × 125	1020 × 380	1500 × 1000
300 × 250	600 × 220	1140 × 655	1600 × 350
300 × 300	600 × 400	1200 × 600	1600 × 800
396 × 175	700 × 400	1208 × 744	1880 × 360
458 × 720	716 × 130	1272 × 792	2400 × 1350
468 × 60	728 × 90	1500 × 500	

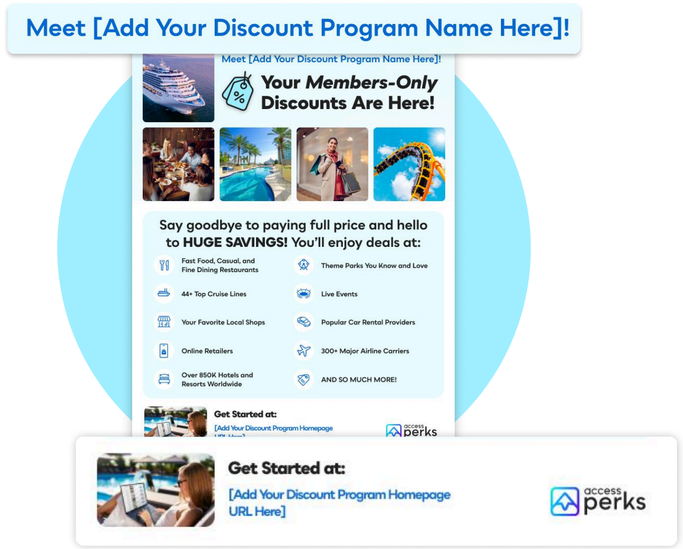
Download Banners



DIGITAL/PRINT FLIERS

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. We've provided two different fliers. For each flier, there is a version with room to add your logo and another that includes the Access Perks logo.

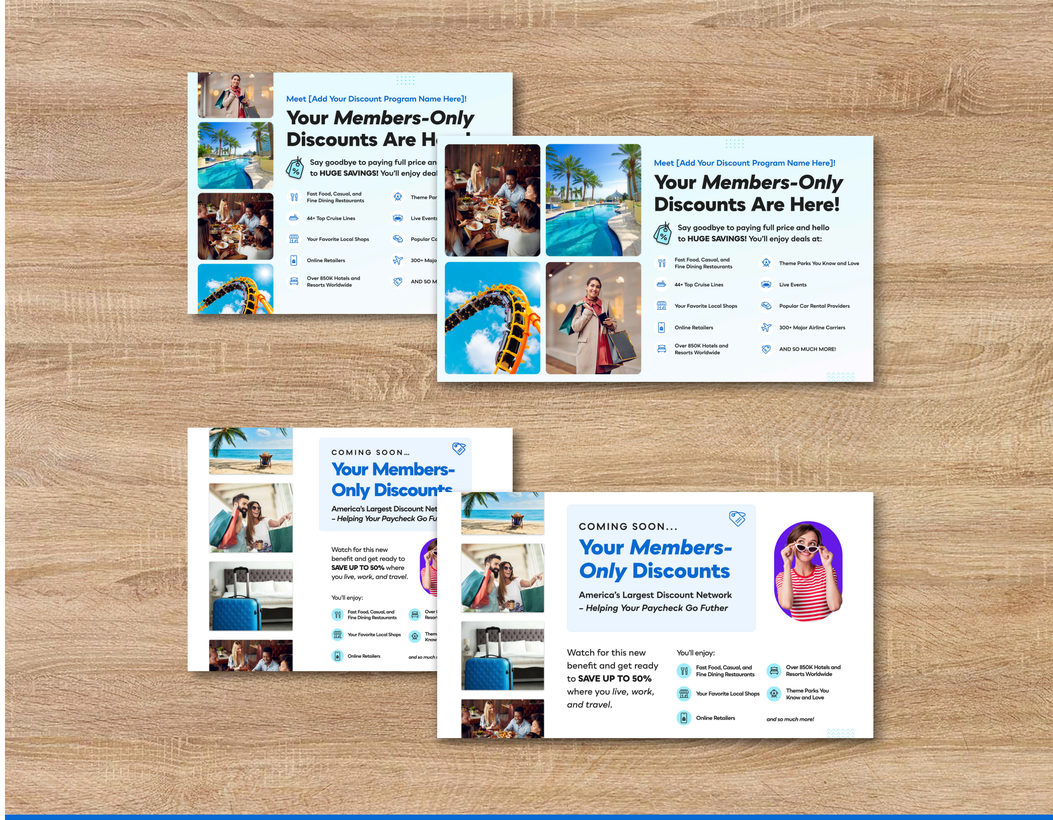




1. **Coming Soon**
   Use to promote your discount program before it launches to let your members know it's coming.

2. **Meet Your Discount Program**
   Use to promote your discount program after it launches to encourage members to sign up and save.

Download Fliers



POWERPOINT SLIDES

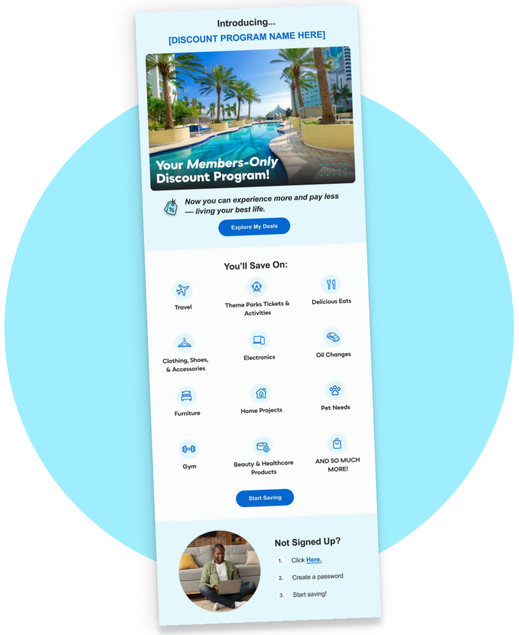
You can utilize these slides to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9 | 4:3

Download Slides

EMAIL HTML

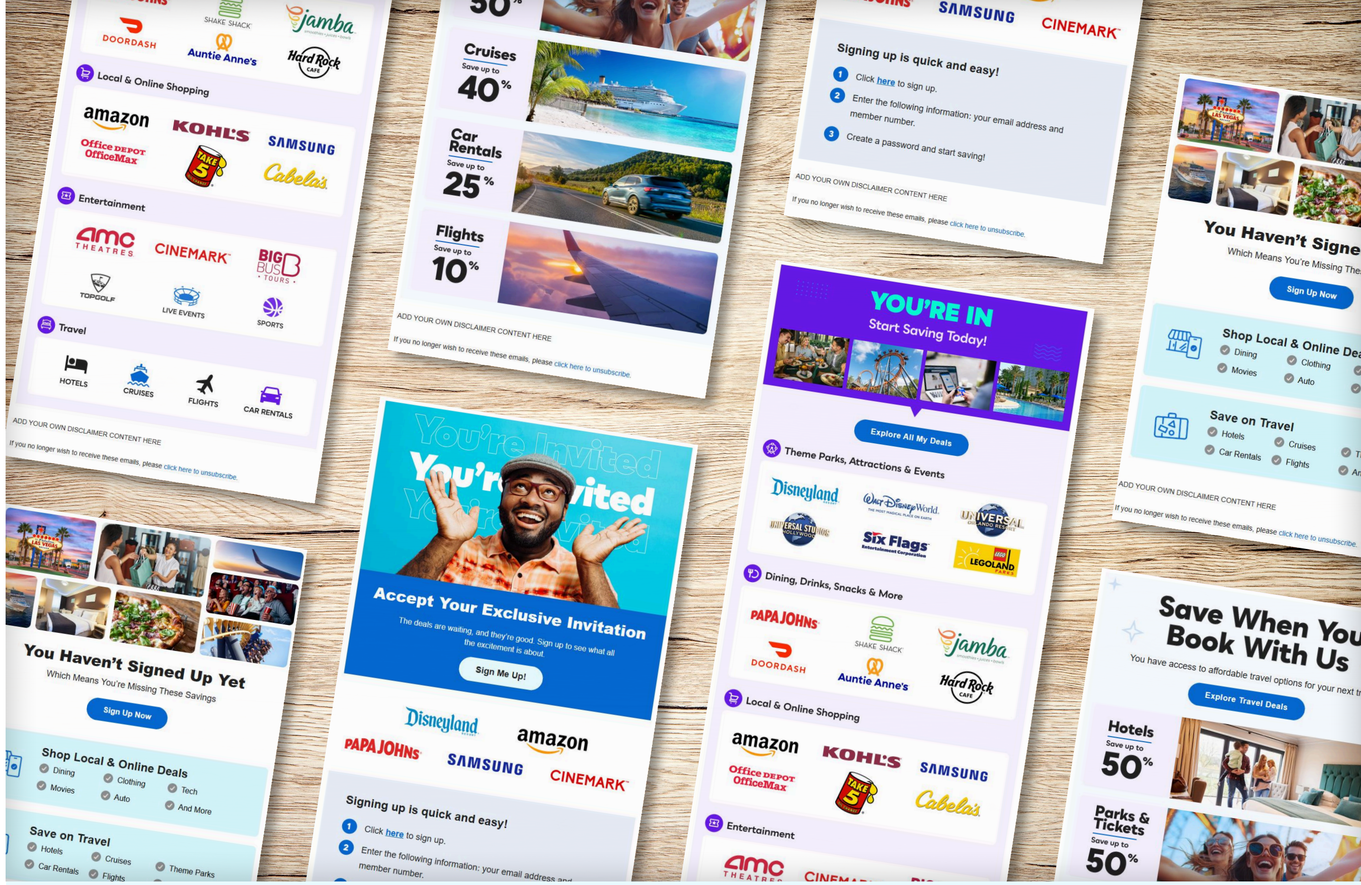
For clients not using Access Email Marketing Services, you can grab the HTML to email your audience on your own. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.



Generic Announcement HTML

This is a one-off email you can use as an announcement or reminder to your audience of their new member benefit.

Download Announcement HTML



Welcome Series HTML

This HTML file consists of multiple pre and post registration emails we currently send to members on behalf of clients who participate in our free email marketing services. If you'd like to send these same emails on your own, download the HTML below.

Download Welcome Series HTML

TESTIMONIALS

Below you'll find testimonials we've collected from members through surveys with their permission. You can use them for marketing purposes related to your discount program.

"The discount program is easy to use and the customer service when calling is great."

– JONATHAN M.

"The discount program has helped me save so much money with everything being so high. It is greatly appreciated!"

– SHELLY P.

"It's wonderful to save money on items I have to purchase anyway. It was easy to use the coupons both online and in the store."

– VERNA T.

SUPPLEMENTAL MATERIALS

Check out the materials below as additional tools to support your launch announcements and communications. These toolkits can be found and downloaded on your Client Marketing Portal (CMP).

- **Savings Estimator**
- **Discount Program Marketing Copy**
- **Shopping**
- **Travel**
- **Play**
- **Dining**

Visit My CMP

access

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.