



NEW from BALANCE

# Fin·Fit·Kits™



## Click-worthy Financial Education

BALANCE’s Financial Fitness Kits™ let you reach consumers who are seeking financial guidance online. Each financial fitness kit centers on a popular topic, and uses a variety of digital media to empower, educate and engage.

### Each Kit Includes:

- Email
- Podcast
- Video
- Article
- Social media
- Quiz

Plus, you’ll get a special **Campaign Kit Overview** with a strategic content delivery schedule.

### Topics:



Buying a Car



Basics of Personal Finance



College Financing 101



The Costs of Housing



Defeating Credit Card Debt



Planning for a Natural Disaster



Growing Families



The Four Components of Financial Health



Getting Out of Debt

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