



## Design a Generals Bucks promotion to suit your business needs!

- Build customer loyalty with semester-long/everyday specials
- Drive student business during your off-peak periods or to move excess inventory
- Use a time-sensitive promotion to introduce a new product or service
- Incent more than one student to visit at a time with a group special

Initiative	Description
<b>Website &amp; Emarketing</b> www.generalscashcard.com	<ul style="list-style-type: none"> <li>· Your Promotion prominently featured at generalscashcard.com</li> <li>· Your Promotion and Business Information featured in email updates to cardholders</li> </ul>
<b>Campus Posters</b>	<ul style="list-style-type: none"> <li>· Your Promotion and Business Information featured on posters displayed in high-traffic locations around campus</li> </ul>
<b>In-Store Signage</b>	<ul style="list-style-type: none"> <li>· InStore Promotional Posters Sent to your business</li> </ul>
<b>Coupon Design and Website Posting Available</b>	<ul style="list-style-type: none"> <li>· Your Promotion and Business Information can be featured as a Generals Bucks Coupon that is PDF'd and posted on generalscashcard.com</li> <li>· Students can print coupon and present for offer redemption</li> <li>· Coupon can include promotional code and cashier instructions</li> </ul>

**Marketing exposure for your promotion is included at no incremental cost to you.**

**To Sign Up or Learn More Visit:**

**[www.generalscashcard.com/promosignup](http://www.generalscashcard.com/promosignup)**

**Or Contact:**

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