



## Design a Campus Cash promotion to suit your 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
Featured Restaurant of the Week (FROW)	<ul style="list-style-type: none"> <li>• This promotion solely highlights a specific merchant for 1 week of the semester.</li> <li>• The participating merchant offers a 25% discount to students who pay with Campus Cash.</li> <li>• Promoted via Facebook, e-mail, <a href="http://www.campuscash.com">www.campuscash.com</a>, signage, and/or digital slides.</li> <li>• A list of participating business in the Boston area can be found at: <a href="http://campuscashboston.com/main/featured-restaurant-of-the-week/">campuscashboston.com/main/featured-restaurant-of-the-week/</a></li> </ul>
Exclusive Coupons	<ul style="list-style-type: none"> <li>• One-time use digital coupons which are redeemed through a student's smartphone exclusively available to Campus Cash users.</li> <li>• Offers include BOGO's, percentage or dollar discounts, and free items.</li> <li>• Promoted via email and <a href="http://www.campuscash.com">www.campuscash.com</a></li> </ul>
Standing Offers	<ul style="list-style-type: none"> <li>• Semester long savings opportunities to students who pay with Campus Cash.</li> <li>• Offers include BOGO's, percentage or dollar discounts.</li> <li>• Promoted via <a href="http://www.campuscash.com">www.campuscash.com</a>, email, and Facebook.</li> </ul>
Daily Deals	<ul style="list-style-type: none"> <li>• Special limited time savings available to Campus Cash users.</li> <li>• Promoted via email, <a href="http://www.campuscash.com">www.campuscash.com</a>, and Facebook on the day of or night before the start of the offer.</li> </ul>



### To Learn More:

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