



## Design a McDaniel Bucks 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
Website & Emarketing www.mcdaniel1card.com	<ul style="list-style-type: none"> <li>• Your promotion prominently featured at <b>mcdaniel1card.com</b></li> <li>• Your promotion and business information featured in email updates to cardholders</li> </ul>
On-Campus Signage	<ul style="list-style-type: none"> <li>• Your promotion and business information featured on campus and displayed in high-traffic locations around campus</li> </ul>
In-Store Signage	<ul style="list-style-type: none"> <li>• In-store promotional posters sent to your business</li> </ul>
Coupon Design & Website Posting Available	<ul style="list-style-type: none"> <li>• Your promotion and business information can be featured as a McDaniel Bucks Coupon that is PDF'd and posted on mcdaniel1card.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:

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