



Design a Generals 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.generalscashcard.com	<ul style="list-style-type: none"> • Your promotion prominently featured at www.generalscashcard.com • Your promotion and business information featured in email updates to cardholders
On-Campus Signage	<ul style="list-style-type: none"> • Your promotion and business information featured on campus and displayed in high-traffic locations around campus
In-Store Signage	<ul style="list-style-type: none"> • In-store promotional posters sent to your business
Coupon Design & Website Posting Available	<ul style="list-style-type: none"> • Your promotion and business information can be featured as a Generals Bucks Coupon that is PDF'd and posted on generalscashcard.com • Students can print coupon and present for offer redemption • Coupon can include promotional code and cashier instructions

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



To Learn More:

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