



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**



## Design a 1Card 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
Website & Emarketing <a href="http://www.fairleigh1card.com">www.fairleigh1card.com</a>	<ul style="list-style-type: none"><li>• Your promotion prominently featured at <b>www.fairleigh1card.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 1Card Cash Coupon that is PDF'd and posted on <a href="http://fairleigh1card.com">fairleigh1card.com</a></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 Learn More:

Alex Woodbury

Email: [alex.woodbury@blackboard.com](mailto:alex.woodbury@blackboard.com)

Call: 1-877-711-9089 x2126



Powered by  
**Blackboard**  
transact™