



Design a Berklee Card Account 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	Timeframe	Marketing
Featured Restaurant of the Week	25% discount for a set one week period	One Week	Dedicated email; also promoted via www.campuscashboston.com (savings page & newsbox); Facebook messages
One Time Offers	Limited time offers or one time use savings opportunities to students who pay with the Berklee Card Account. Offers include free menu item with purchase, BOGO's, percentage off or dollar discounts	Two Week Minimum	Promoted via www.campuscashboston.com (savings page & newsbox) and cardholder email
In-Store Signage	Semester long savings opportunities to student who pay with Berklee Card Account. Offers include free menu item with purchase, BOGO's, percentage off or dollar discounts	All Semester Long	Also promoted via www.campuscashboston.com (savings page & newsbox)

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



To Learn More:

Email us at CampusImpact@blackboard.com to get your promotion started



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