



## Design a Hawk Card 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 their Hawk Cash account.</li> <li>• Promoted via E-mail, Hornet Card website, in-store signage, and/or digital slides.</li> </ul>
On-Going Offers	<ul style="list-style-type: none"> <li>• Semester long savings opportunities to students who pay with Hawk Cash.</li> <li>• Offers include BOGO's, percentage or dollar discounts.</li> <li>• Promoted via Hawk Card website and email.</li> </ul>
Mobile Coupons	<ul style="list-style-type: none"> <li>• Special one-time use mobile coupon available to Hawk Cash users.</li> <li>• Promoted via email and Hawk Card website.</li> </ul>
Design Your Own Promotion	<ul style="list-style-type: none"> <li>• Have another idea not on the list? Please contact us and let us know your idea! We can turn that idea into a reality.</li> </ul>

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



### To Learn More:

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