



**MOUNT IDA
COLLEGE**



Design a Mustang 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 mountidaonecard.com	<ul style="list-style-type: none"> •Your promotion prominently featured at www.mountidaonecard.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 Mustang Cash Coupon that is PDF'd and posted on mountidaonecard.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:

Alex Woodbury

Email: alex.woodbury@blackboard.com

Call: 1-877-711-9089 x2126



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