

marketing collateral

New print collateral and promotional items have been distributed to faculty and staff members to spread the word about the new CollegeBuys e-commerce website and the Microsoft Offering. These items will also be included in every new faculty and staff order placed through the e-commerce website.

Examples of these items include promotional “coupon” booklets, postcards with attached drink coasters, and die-cut stickers. The ICanAffordCollege campaign will also distribute these items through their distribution channels.

In addition, QR codes placed on promotional advertising items will allow students to visit CollegeBuys.org directly by utilizing free smartphone apps.

PROMOTIONAL EXAMPLES



FACULTY POSTCARD WITH COASTER



QR CODE



DIE-CUT STICKER