



# Promotional Card Programme

Try it. Your customers will like it!

## Creative solutions that save money

Challenging times call for creative solutions. Elavon's Promotional Card Programme helps your business realize the benefits of attracting new customers and generating new revenue without incurring any major out-of-pocket expense.

Discounting is back in style, and promotional cards offer an innovative, targeted and cost-effective solution to supplement your advertising and customer outreach programmes. Getting set up with Elavon's Promotional Card Programme is simple and you will quickly realize the rewards.

## How promotional cards work

For starters, a promotional card can be used in lieu of existing direct mail couponing programmes and pricey advertising to drive business. By internalizing advertising through targeted promotional card programmes, with costs limited only to the nominal expense of plastics, you can save thousands in marketing expense. The cards draw first-time customers out of their houses and into your business, as well as entice existing customers to return. And, since any monetary value loaded on the cards isn't realized unless it is used, you have a cost-effective and targeted programme for little investment.

Elavon's Promotional Card Programme benefits your business by delivering bottom line results that keep customers happy, while maximizing your advertising dollars.

Earn profits & build  
loyalty all year long with  
promotional cards.

## Appeal to your customers

Elavon can help you set up any of these promotional card campaigns to cut costs and deliver bottom line results in tough times:

### 1 Customer appreciation rewards

Thank existing customers and reward them for coming back with a promotional card to use on their next trip.

### 2 Community awareness programmes

Donate promotional cards to local churches, schools, and other non-profits as fundraisers. New customers are sure to visit your business.

### 3 Meet your neighbors

Partner with local restaurants or other businesses to reward their customers with promotional cards that drive traffic to your business. Distribute promotional cards at local office buildings to create awareness.

### 4 Customer service programme

Promote goodwill by using promotional cards to turn a poor customer experience into a loyal customer.



# Earn Profits & Build Loyalty

## Flexible solutions meet your needs

Elavon offers a wide variety of processing solutions to meet the needs of different business environments.

### Basic Cards

Get started immediately with 100 cards printed with up to four lines of customized text in black Ariel font on a pre-designed card style.

### Standard Cards

Choose from an attractive selection of pre-designed card styles. Add a single colour logo or customized text in your choice of font style and colour. Order 250 or 500 cards and your customers will be loyal in no time.

### Custom Cards

Invest in style with custom cards designed by you or with our help. Your custom solution becomes a portable billboard in customers' wallets and more importantly, the cards can be used for merchandise returns, which means money stays in your store!

## Additional features

- Cardholder balance inquiry – allow card holders to check card balances online at [www.showmybalance.com](http://www.showmybalance.com)
- Online administration tools – track card activity, activate multiple cards, transfer card balances, and access reporting online

## As creative as you want to be

### Promotional incentive programmes

Sell promotional cards for half the face value to local estate agents and apartment leasing offices to give as gifts to their newly signed clients – people new to the area are looking for places for shopping, dining and services. You earn a new referral channel, upfront money and new customers.

### Merchandise returns

Initiate a merchandise return programme that keeps money spent in your store by providing in-store credit for merchandise returns. Not only are customers likely to use the card, typically they will spend more than the value of the return.

### Pre-Pay programmes

When used as a true pre-paid vehicle, you can add value to customers interested in pre-paying for services by supplying a free incentive when they buy a card. For example, a coffee shop might offer patrons a free cup of coffee with the purchase of a pre-loaded card.

