Get Perk’d Marketing Asset Kit

This kit includes all essential physical and digital assets to support the Get Perk’d UTSA campus launch and partner business rollout. These materials are designed for maximum visibility, conversion, and engagement.

# 📦 Print Materials

1. Save This Deal Table Cards:  
 - QR code linked to specific deals  
 - 3x5 or 4x6 inch format  
 - Bold CTA: “Scan to Save This Deal!”  
  
2. Pop-Up Banner (Campus Events):  
 - Vertical roll-up banner  
 - Headline: “Your Campus. Your Perks. One App.”  
 - Visuals: Students scanning phones, business logos  
  
3. Flyers (Student-Facing):  
 - Half-sheet or full-sheet flyer  
 - Show benefits: Free food, discounts, local exclusives  
 - QR code to download/join  
  
4. Flyers (Merchant-Facing):  
 - Why join Get Perk’d  
 - Testimonials, QR code to signup form  
 - “We drive students to your door.”  
  
5. Ambassador Recruitment Posters:  
 - QR link to ambassador app or Typeform  
 - Tagline: “Get Paid to Promote Get Perk’d on Campus!”  
  
6. Giveaway Cards:  
 - Instant win prizes (free drink, free merch)  
 - Scratch-off version or stamped by staff  
  
7. Sticker Mockups:  
 - Round logo stickers (2x2 in) for laptops  
 - “Perk’d Up” variations for guerrilla street marketing

# 💻 Digital Materials

- Instagram Story Templates  
- Launch Week Countdown Posts  
- Merch Mockups (Shirts, Hats)  
- Email Templates for Campus Clubs, Professors, Ambassadors  
- Launch Event Promo Slide (for TVs or projectors)

# 🚀 Distribution Plan

- Place table cards and flyers at each participating business  
- Post pop-up banners during orientation & events  
- Hand out giveaway cards and stickers in high-traffic areas  
- Deploy social posts and email campaigns in 5-day countdown  
- Ambassador street team handles physical drop-offs and posts QR content