

What is CollegeTokens.com, Inc.?

College Tokens is the future in coupons. By operating in college towns, we target student hot spots including restaurants, bars, and fashion and entertainment companies to provide simple, efficient, and cost effective coupon advertising through cell phone text messaging.

How does CollegeTokens.com Work?

You, the client, will create a member account with us allowing you to post an electronic coupon onto CollegeTokens.com. This coupon will include your logo, desired advertising special, and any terms that apply. The content of the coupon and its expiration date can be revised or changed at any time. When students visit CollegeTokens.com, they will see the coupon that you most recently created.

Once students have selected a coupon, they will enter their phone number into the website, which will send the coupon directly to their phone via text message.

Advantages to Coupons Via Text

Company managers can log into their E-coupon account and change their current coupon or its expiration date at any time.

This can be used to strategically alert students of upcoming events, promotions, specials, etc.

It is considered real time marketing. Unlike traditional coupons, there is no waiting period to make changes to an ad or coupon. Everything is instantaneous.

Coupons via text add convenience. Students carry their cell phones at all times.

Coupons via text will be evenly distributed. All students will have equal and consistent access to coupons.

Coupons via text will provide location awareness.

Students will not only receive coupons to your business, but they will also become aware of your location for future reference.

A link on each company's advertisement will provide an online map to show your exact location in your city or town.

Coupons via text will help save the environment.

"Paper use has a direct connection with global warming because paper comes from trees. Every tree that goes into paper is one less tree capturing carbon and providing habitat for wildlife." – National Wildlife Federation



Frequently Asked Questions

Q – How will students hear of the website?

A – Our sales representatives will personally advertise and promote the website on campus through various campus events, clubs and Greek houses to ensure that there is a high volume of students visiting the site.

Q – Will the students or company incur a cost each time a text is sent?

A – No, however, standard text messaging rates apply to the recipients of the text messages.

Q – How will a company know the text is authentic?

A – A sender code will be at the top of each text message to authenticate the coupon. Starting with #100, this code will increase by 1 each time a coupon is sent out.

Q – Can a company set their own terms regarding how they choose to redeem their coupons?

A – Yes, there is a space on our website where each company can set their individual company terms. Therefore, the method of coupon redemption is completely at the company's discretion.

"A JupiterResearch study out today says that 30% of consumers want to receive coupons on their cell phones. But only 1% has actually done it." – Kim Peterson, MSNBC

"Mobile-message advertising is expected to reach \$1.5 billion by 2008, up 82% from last year, according to research firm eMarketer." – Wall Street Journal May 27, 2008

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