

Collegetokens Frequently Asked Questions

Students (Business FAQ's below)

1. How do I use my text coupon at a store? All you have to do is **show your text message** to a store associate, and that will be presenting the coupon. They may ask to see your coupon number (for example #101) or to see the expiration date. Unless otherwise specified by the store, you can use your Collegetoken coupon again the next time you shop at the store.

2. How does your site work? First, click your state, then click the city where your College is located. Then you will be directed to a coupon and specials page. From there you enter your phone number, choose your cell phone provider, and then click on whatever coupons you want sent to your phone. Then, a text will shortly arrive at your phone with the same coupon listed on the web site. The terms of each coupon will pop up when you click on send, and don't forget you can search for coupons using the search feature or narrow down your search with the filters.

3. So, how much am I going to be charged for getting a coupon sent to my phone? Collegetokens is a completely free service, however, standard text messaging rates will apply and most now have unlimited text messages, call your provider to see if you do or what you will be charged for an incoming text. Many phone companies now have an unlimited text message option, and if you use Collegetokens.com enough, you will save more than it costs!

4. If it's free, then what are you going to do with my phone number? Nothing, your phone number will be used to send the text coupon, and that is it. Collegetokens will not send you multiple messages because you put your number in once nor will we log and sell your number to telemarketers or database the numbers. **We hate spam** as much as you do! You must come back to the web site (or be forwarded one) to get new coupons, we will not be sending you coupons weekly or monthly.

5. Is Collegetokens going to text me for the rest of my life if I sign up for one coupon? No! You only will receive one text for each coupon you request from our site, this is not signing up for a weekly or monthly text service, that would be very annoying, and we know that.

6. What about forwarded messages from a friend? Is the only way I can get the coupons is by going to the site? A forwarded message is just as good as getting a text

directly from the site, in fact, if a deal is great, send it to all your friends! It will save them money and help us out.

7. Will the coupons on the site now be there all semester or year? No, businesses can update their coupons or specials as much as they would like, so check back weekly for updates.

8. How can I find out where a company is located or what all each company can offer? On each Collegetokens.com coupon there is a link to an online map and a website (if the company has one), so you can look there to find out.

9. When does the coupon expire? There should be an expiration date on both the website and the text message itself.

10. Can I reuse a text coupon? Yes! As long as it is not expired or the terms set by the individual business do not permit it, you may use a coupon as many times as you would like.

11. I want Collegetokens.com to be taken at my favorite store, how can I get them to? Please let us know at help@collegetokens.com and we will try to get them to!

12. I want Collegetokens.com to come to my school, what can I do? Email us at help@collegetokens.com and we will contact **you** to get your area's businesses involved and may be able to earn you some money!

13. Are there any benefits of being fans of Collegetokens on facebook or friends on myspace? Yes, we will send out periodic messages telling you some of the hot deals around town.

14. Other questions concerns, or comments. Email help@collegetokens.com and we will answer ASAP.

Businesses

15. How can Collegetokens.com help my business? Collegetokens.com is a way to use text messages to directly advertise to students, young adults, and anyone else. While using Collegetokens will save a person money, it also will increase the number of sales in your business, which will increase your profits in the end.

16. How does Collegetokens work? A student, young adult, or anyone will come to Collegetokens.com, find their area, and be directed to a coupon page. They will enter their phone number into our site and then ask for coupons from local businesses by

clicking “send coupon” on our site. They then will receive a text message to their phone with your coupon on it. To redeem the coupon, all they have to do is show the text message to an associate at your store.

17. Can a user reuse their text coupon? Yes, unless you specify in the terms. But, we do not suggest you do so. The more times a person comes in your store, your store’s traffic and consumer loyalty will benefit. If you want to offer a great deal, just make the expiration date shorter.

18. Why would I use Collegetokens.com instead of a typical paper coupon book?

Three things the majority of people have on them at all time are their keys, wallet, and CELL PHONE. Many students receive a coupon book, flip through it, and then it ends up in the bottom of their book bag, the back of their car, or in a junk drawer at home. Collegetokens will be used much more than a paper coupon because anytime a person who has a Collegetokens text message wants to eat or shop, they will just refer to their phone. Also, a coupon or special through text message can be forwarded. This feature gives your company a **viral marketing** effect. If your coupon or special is great, people will forward the text message to their friends, and they will text it to their friends, and so on. And finally, you can update your coupon as much as you would like throughout the year at no additional charge which gives you **real time marketing**.

19. Does Collegetokens change my coupon for me? How can I change my coupon, website, map location, or any other information? We have made the process as easy as email. All you have to do is go to Collegetokens.com and scroll to the bottom of the map or coupon page and click on “Business Login.” From there you will be asked for your username and password. After you enter those, you will have the option to **create coupon**, where you can change your coupon or special, expiration date, and terms. Also, you can **update account** information which will allow to edit your location, website, and other information.

20. How will people find out about this site? Collegetokens will advertise on campus by speaking at events such as club/organization meetings, greek sit down meals, and sporting events. Also, we will be posting flyers in dorms and greek houses. The number one tool we will use to promote is facebook.com and myspace.com. Facebook and Myspace have thousands of users in each town, and we will use each site to promote towards students and anyone else. If you or your business is on facebook or myspace, please become a fan or friend of Collegetokens.com.

21. How much does this cost a user? Collegetokens will not charge those receiving the coupons. However, standard text messaging rates will apply. Most young adults now have unlimited text messages on their phone, so it will not cost them anything. If they do

not have unlimited text messaging, it may cost them around a dime per incoming text, but again, most have unlimited text messaging or many they can use throughout a month without being charged.

22. How will I know a text coupon is legit? We strongly recommend that each business keep a list of the current coupon or special listed so each employee will know your current deals that have not expired from Collegetokens.com. Also, each text message will have FRM:save@collegetokens.com and a coupon number. Again, the best way to permit fraud is to inform your employees of the coupon or special you are offering.

23. I don't want to offer coupons, so why should I use Collegetokens.com? You can advertise specials that you would like to get the word out. Many times students would love to know where the specials or happy hours are around campus, but don't know what the current deals are happening. A business can advertise their regular, daily, or monthly specials with us or advertise a single day event such as a blowout sale or a concert.

24. How much is this going to cost me? Email Collegetokens at help@collegetokens.com to find out our rates, we promise we are much more affordable than a super majority of other advertising through print, radio, or television and our service is for an entire year.

25. How will I monitor my employees receiving Collegetokens? We have included individual numbers on each text sent out an employer can require that its employees log the coupon number. If you need to see if that coupon number was indeed sent out, contact us at help@collegetokens.com and we can tell you.

26. What if I have multiple locations in the same town? The coupon can be used at each location, so one coupon space could benefit many stores. You have the ability to map one location, but can change that to whichever store you would like. Collegetokens recommends you map the closest location to campus or where a large number of students live.

27. If I want to change my logo, how do I do that? All you have to do is send us a file of your logo and we will change it for you, just email us at help@collegetokens.com.

28. Can I link my website to Collegetokens.com? Of Course! Please do so, it will help us out and we will appreciate it!

29. I'm not sure this service will work, how can I find out? We are confident if you ask your teenage or college aged family, friends, or employees what they think about our site, they will like it. So if you are unsure, ask them.

30. Your Frequently Ask Questions did not answer my question. Sorry about that, email help@collegetokens.com and we will answer ASAP.