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STUDENT DISCOUNTS



USER GUIDE

www.studentdiscounts.co.uk

STUDENTDISCOUNTS 

Welcome to **STUDENTDISCOUNTS**

Welcome and congratulations on becoming a member of the StudentDiscounts service. This guide outlines the service we provide, ensuring that you get the best possible results.

Our service has a very simple goal, to increase the revenue your business generates from the student sector without it costing you a single penny!

StudentDiscounts is a service setup to provide the student market with a great range of online and offline discounts, ensuring they are able to save money whilst studying at university through our relationships with both local and national partners.

For businesses, such as yourself, we provide a unique opportunity for you to promote your brand to the student sector without any cost to yourself.

We will use a variety of methods, such as email campaigns, our online presence, newsletters as well as a range of offline promotions.

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Make even MORE MONEY!

Right now we are looking for businesses across the country to trial our new Brand partner sellers system.

We are looking for businesses who would like to become a retailer of the **StudentDiscounts** card. It's very simple, we will provide you with the cards to sell to the students in your store and for each one you sell you'll earn a percentage of the sale!

If you have just a little space on your counter top and fancy letting us help you make even more money please get in touch to find out how simple it is to **become a StudentDiscounts card retailer today!**

Tel: 0870 067 9873

Email: sales@studentdiscounts.co.uk

Thanks for taking the time

We would just like to thank you for taking the time to read this guide and we hope you are confident of how our service will improve your penetration within the student sector.

Remember our service is completely FREE and as such you cannot fail to win! We will be delivering as many students as possible through your door and it won't have cost you a penny!

Overleaf you will find the contact details needed to get in touch with us and we ask if there is anything you are unsure about, that you get in touch, where one of our team is waiting to help,

Kind regards

StudentDiscounts
Customer services

Your details, discounts and offers **UPDATING!**

By phone

Call one of our representatives on the number below and we'll update your company details or the discounts you offer within 24 hours.

Tel: 0870 067 9872

Online

We have created a brand new online management system for you, the brand partner, to use. Simply log on to the web address below and follow the step by step process to managing your details and discounts on line!

Step 1.

Log onto your account page: www.studentdiscounts.co.uk/account

Username: (found on the back cover of this user guide)

Password: (found on the back cover of this user guide)

Step 2:

Choose either the option to update your company details or those of your discounts you offer to our student members.

There is a user guide online to help you with any queries you may have with using this feature

You made the **RIGHT CHOICE!**

Although StudentDiscounts as a concept is not unique, the way we operate with you and your business is. Unlike many discount services we do not charge your business a single penny for promoting you to our student members!

Instead we simply ask you to provide the members we drive into your business with a discount or promotion. This unique way of operating means you have your business promoted to thousands of students, **FREE of charge!**

So whether we drive 100 students or 100,000 students through your door you won't have shelled out thousands of pounds for the privilege!

Questions & Answers

Why don't StudentDiscounts charge my business?

Because charging you isn't one of our revenue streams. We take a small payment from the student members and large national companies who pay for advertising on our site.

How much does the student have to pay?

Very little. Each of our members must pay just £5 to be a member for the year. Compare this to the £300+ average saving and they're getting a great deal!

What if I only get a few of your members in my store?

Then we would look into the reasons why and try to rectify the problem immediately. Our sole aim is to get more students through your door. Remember you still won't have paid a penny so every one of our members to visit your store, cost nothing!

I have another Question!

We are always here to help. Please get in touch by using the contact details on the back of this user guide.

How to use **OURSERVICE!**

Our service is incredibly easy to use.

Student members will simply produce the membership card we issue them with in your store to redeem the discount you're offering.

It's that simple, you are not required to do a single thing, it is our job to promote your brand and bring these new customers straight to your place of business without any hassle or cost to you.

How to make the most of our service

To make sure that your business gets the most out of our service we suggest you follow the procedures below and get as many students as possible through your door.

1: Rotate & update your discounts

We suggest that you rotate the discounts you offer them on a regular basis, such as every quarter, to make the most out of students visiting your promotional page on our site. This means that our members will be continually drawn back to your page to see the latest deals which will only strengthen your brand in their mind.

(To rotate & update your discounts, please use any of the methods on page 6).

2: Printable vouchers

Space Nightclub, Leeds

Free entry before 10 o'clock with this voucher, including a free shot of schnapps!

Valid Until: 01/01/07



example
voucher

We have recently added our new voucher system which enables you to place an additional discount with us (still with no cost to you!) in the form of a printable voucher.

The only difference in the way this works to that of a normal transaction is that when our member produces their discount card as verification in your store they also hand you the voucher they have printed off from your page on the website.

This new feature is incredibly exciting as it allows you to place additional discounts that may be time sensitive, for example if you are looking to sell the last few items of a particular range of stock, or if you are looking to boost sales on the run up to Christmas for example you could place a voucher offering an additional incentive to get our members through your door rather than your competitors!

(To add a printable voucher, please use any of the methods on page 6).

3: Window stickers

We have provided in this pack a **StudentDiscounts** window sticker - please feel free to place this in your shop window which will in turn reiterate to card holders that you are a part of our programme.



example
sticker

The options listed above are just that, options, however the results we have seen from our brand partners that have used these methods in the past have been outstanding and have led to them receiving huge amounts of additional promotion for their brand.