



## **FREQUENTLY ASKED QUESTIONS...**

### **CAN PEOPLE PRINT AS MANY COUPONS AS THEY WANT?**

Yes, but you do have the option of including stipulations on your coupon. If people are using them often, it's ASSURANCE they are coming back to YOUR place of business and probably bringing a friend. There are many businesses to choose from in Charleston, a coupon is incentive to visit YOUR place of business.

### **CAN HTD PROVIDE THE NUMBER OF HITS ON MY PAGE?**

Yes, you will receive a monthly spreadsheet of stats for the overall site which will include the number of hits YOUR page received.

### **WHAT IF I DON'T GET MANY COUPON BACK THIS MONTH?**

What other form advertising can you track exactly how many eyes saw your advertisement? You do not know how many people visit your place of business because of a billboard ad? Or exactly how many people saw your ad in the paper? HTD can provide hard stats of exactly how many people opened and viewed your page. We will take the number of hits your page received and divide it by the cost so you can see what you paid per hit for your advertising dollar each month. Example: If your page receives 1,500 hits, you paid .156 per hit (that's a fraction of a cent). That's the beauty of web advertising...it's trackable unlike other forms of advertising! If you are not seeing a return on your coupon, but getting a lot of hits, we need to talk about changing your offer.

### **WHAT SHOULD MY BUSINESS OFFER?**

People like to see how much they will save! Offer \$'s OFF! Or something FREE with their purchase. It's best to push them to offer a great deal the first month. We can always change the offer.