

**Kumusta!**

Hello! We are glad you are here.

# A useful offer. A memorable local business.

YOUR FILHOME ADVERTISER HANDBOOK



## Make your offer worth a closer look

A strong student offer is easy to understand and easy to use. This guide helps you turn a business promotion into a clear, appealing Filhome deal, with the details customers and your team need.

**01****Introduce your business**

Use a recognisable name and accurate details.

**02****Create a clear offer**

Explain the value and how to redeem it.

**03****Keep it useful**

Review activity and keep the terms current.

## Start with a real customer benefit

Choose an offer you can deliver consistently. It might help someone save on an everyday purchase or discover a service near campus. Keep the benefit specific so a student can understand it without asking for an explanation.



# A few clear steps. A more confident start.

1

## Make your business recognisable

Confirm your email and complete the business information in your dashboard. Use the name customers will see at your premises or online, and check that your contact and location details are accurate.

2

## Write the offer in plain language

Lead with the benefit, then explain eligible items or services, who can use the offer, dates, exclusions and redemption steps. If there is a minimum spend or a usage limit, state it prominently rather than hiding it in the description.

3

## Choose a helpful image and submit

Use an image that genuinely represents the offer. Keep the subject clear and avoid tiny text inside the picture. Submit through your dashboard, respond to review feedback and check the final published details.

### GOOD TO KNOW

Filhome advertiser registration requires agreement to a minimum 10% student discount. Make the discount and any limits clear in the deal itself.

## An example of clearer offer wording

Instead of "Great savings for students", try a specific structure: "Save 10% on [eligible item or service] at [business]. Available [dates]. Show [required proof] before paying. Excludes [items]." Replace every bracket with the actual terms.

This is a writing example, not a promised promotion. Only advertise an offer your business has approved and can honour.



# You have got this.

Here are the details people often want to check before moving on.

## Does a view mean a sale?

No. Views show attention. Compare dashboard activity with redemptions recorded by your business before judging whether the offer is working.

## Can I change an offer later?

Use your dashboard to keep the details current. Review the status after a change and follow any review steps shown. Withdraw offers that are no longer available.

## What should my staff know?

Give them the exact published terms, the redemption process and the expiry date. Consistent answers at the point of purchase help avoid frustration.

### A small routine that builds trust

- ☐ Check that your live offer is still available.
- ☐ Confirm your team is applying the same terms.
- ☐ Record redemptions in your own business process.
- ☐ Use what you learn to improve the next offer.

## Give students a reason to visit.

Start with a clear benefit, honest terms and an image that makes the offer easy to recognise.

[Open your advertiser dashboard](#)

## Salamat sa pagiging bahagi ng Filhome.

Thank you for being part of Filhome.