Emailing Bounce Back Offer

GTP iCommerce Instructions on how to set up a bounce back offer email

A Bounce Back Offer

- A bounce back offer is a marketing term that refers to a promotional method that encourages repeat business from your customers

- The idea is to provide an incentive for your customers to purchase again, by giving them some kind of special offer, like a voucher

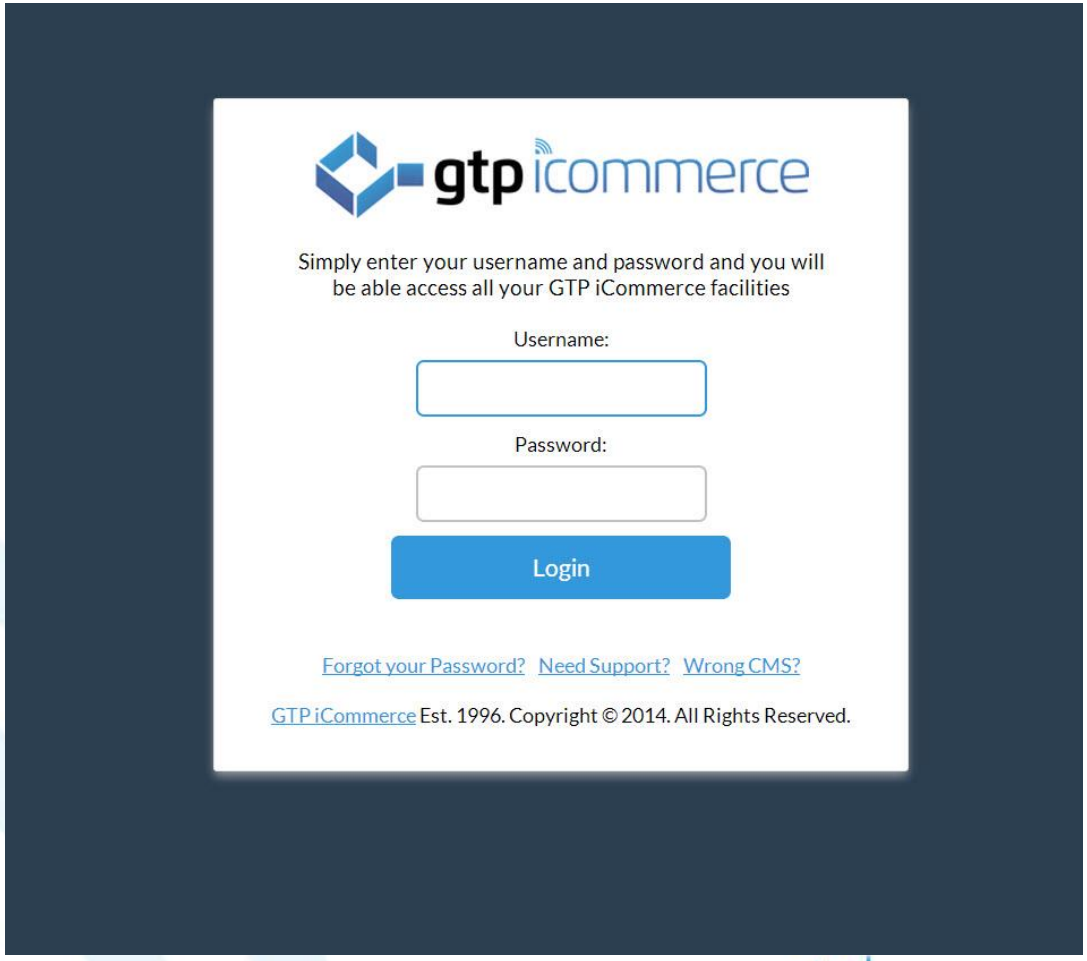
The Promotion

- Come up with an offer such as:
  - $30 off your next purchase
  - Minimum spend $100
  - Expires in 7 days time

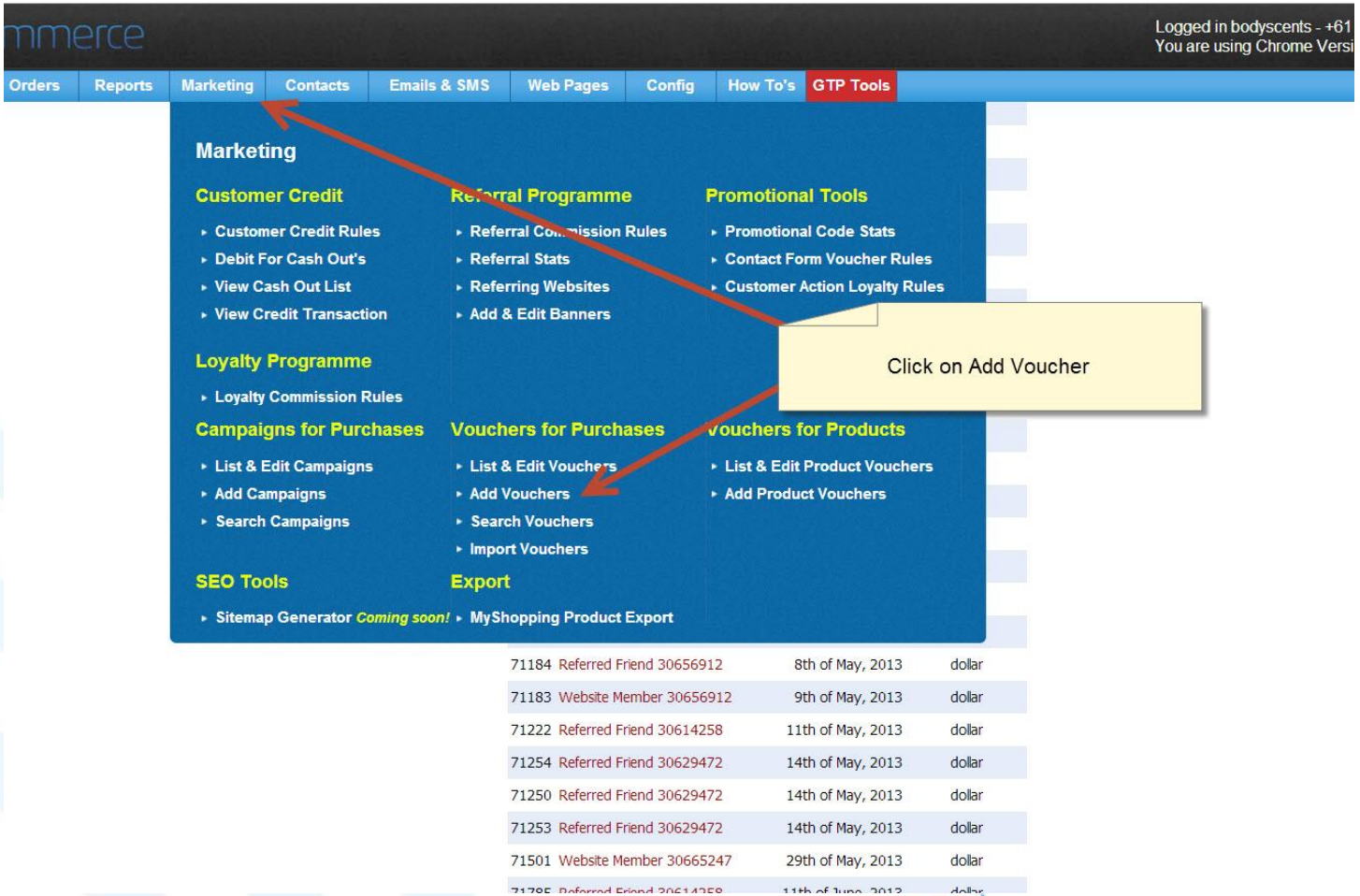
How to Create the Voucher or Discount Code

The steps involved in creating a voucher or discount code in the GTP CMS system

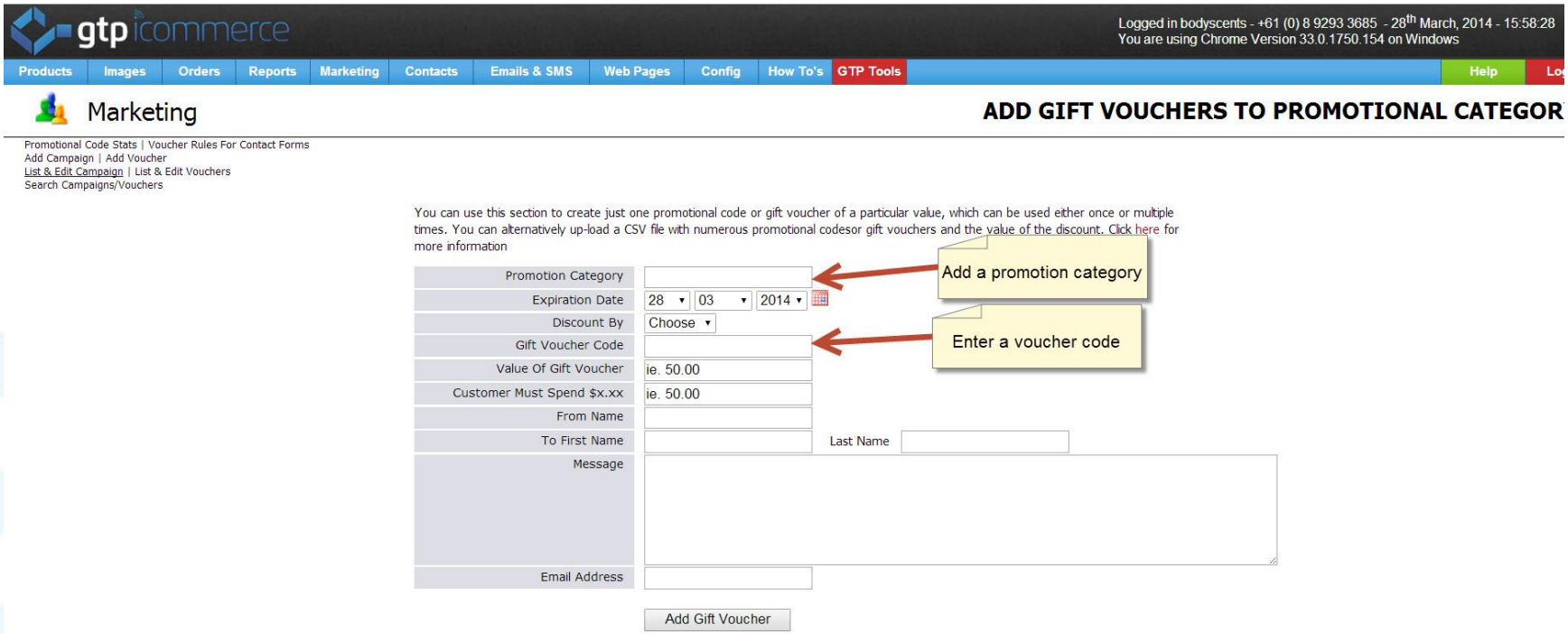
Login into the CMS



Open the Add Vouchers Window



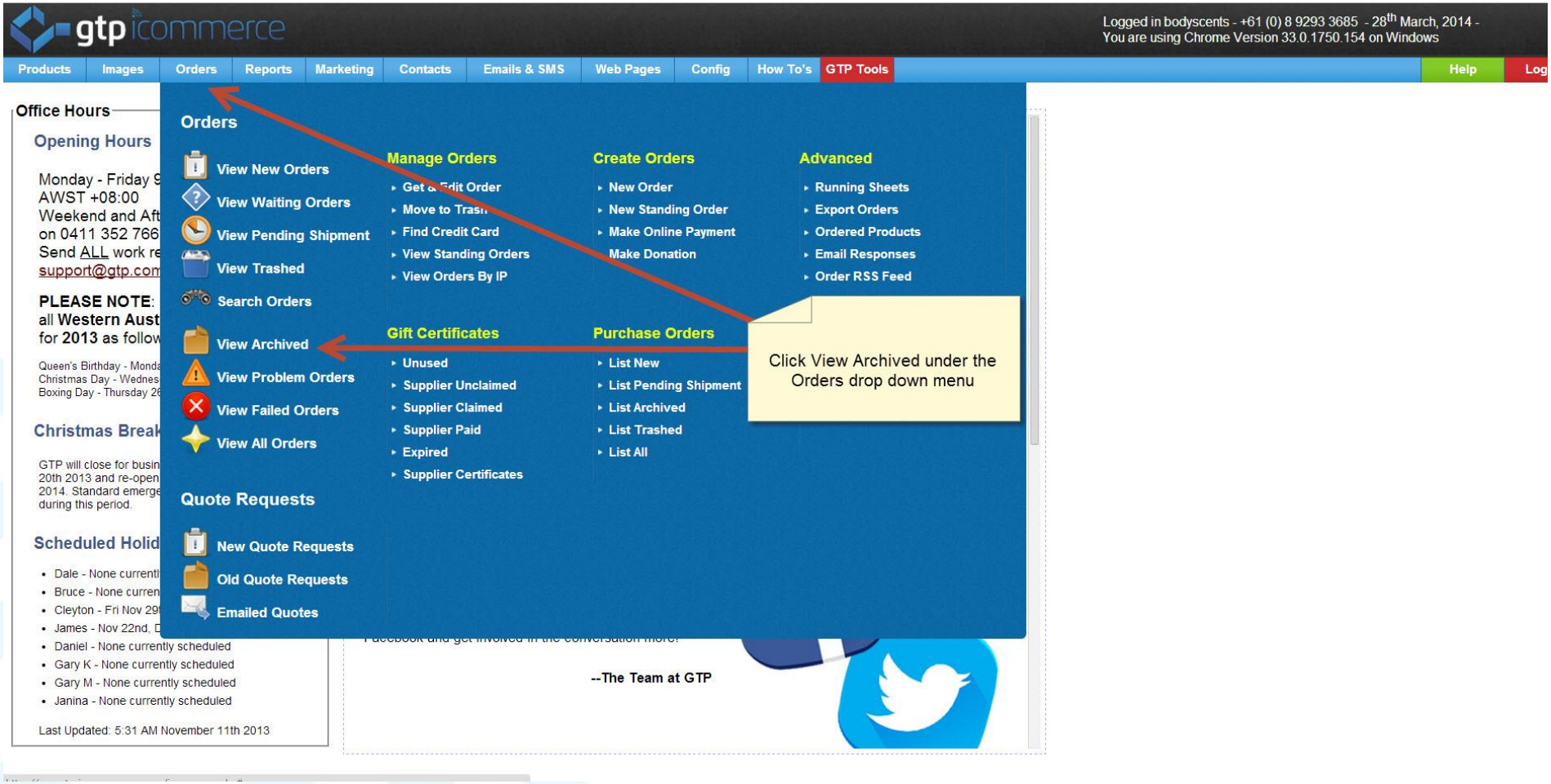
Add Promotional Voucher Details



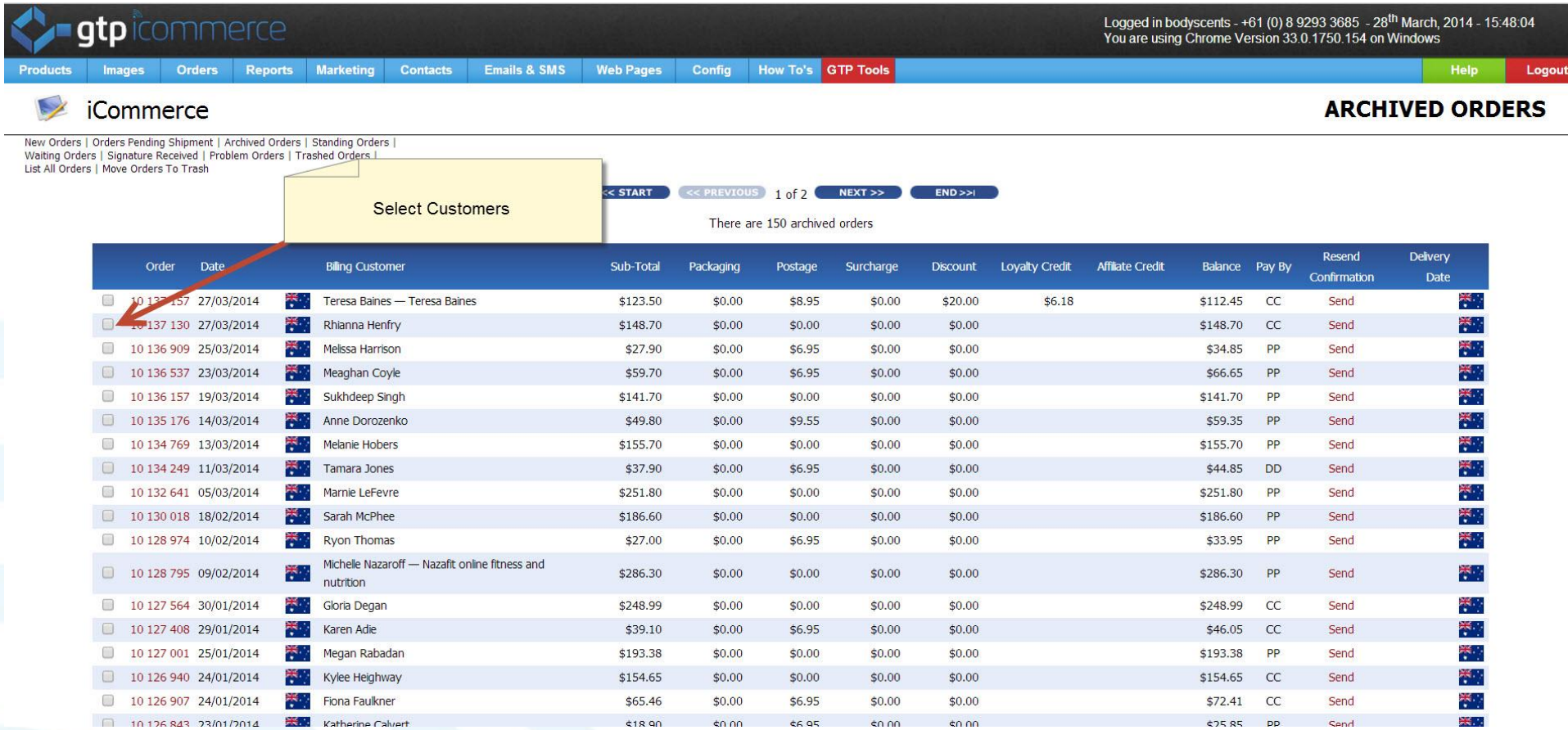
Selecting Which Customers Receive Email Vouchers

Now its time to select the customers that will receive the email with the promotional voucher

Go to the Orders Tab

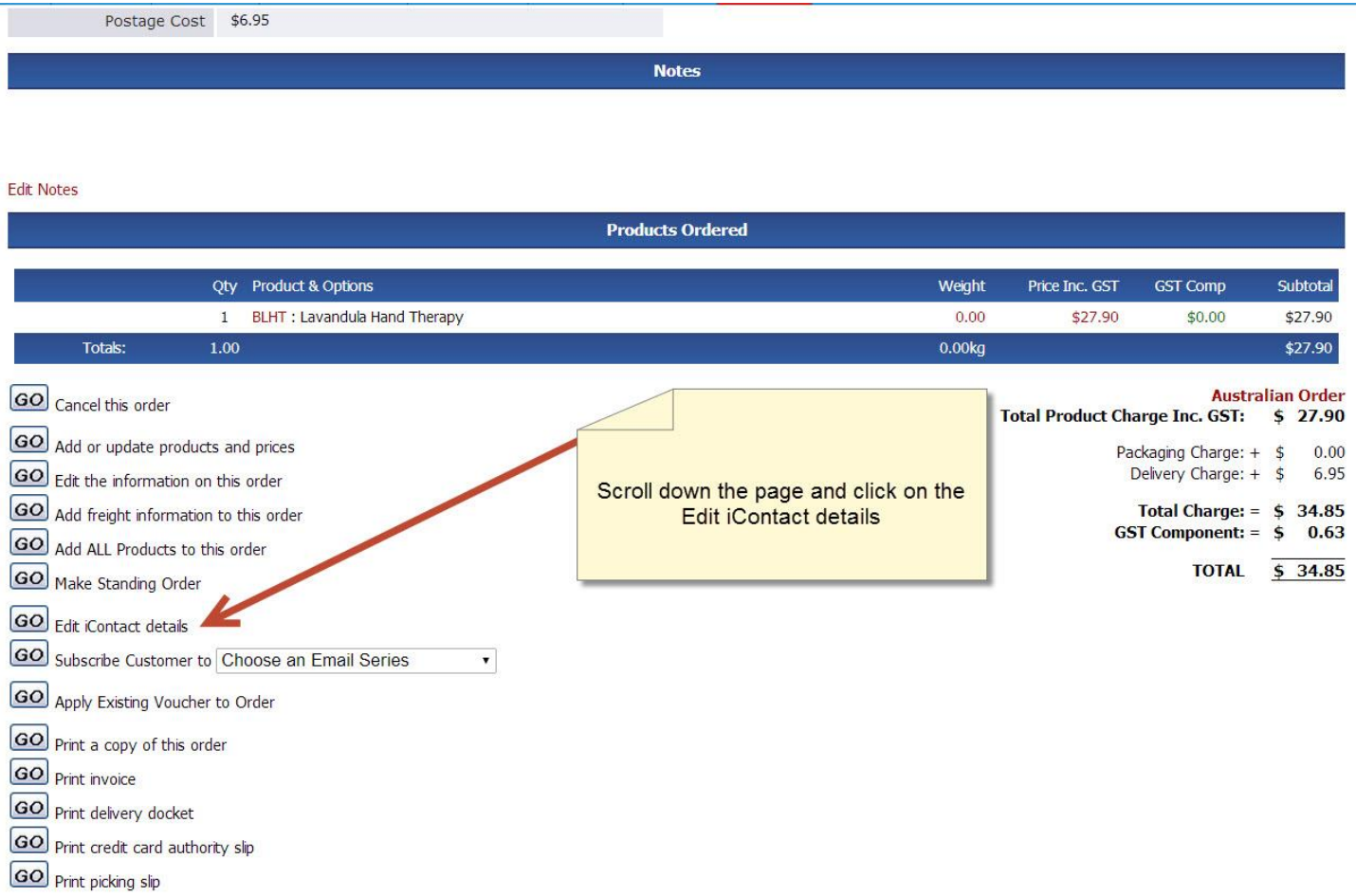


Choose Customers that will Receive the Voucher

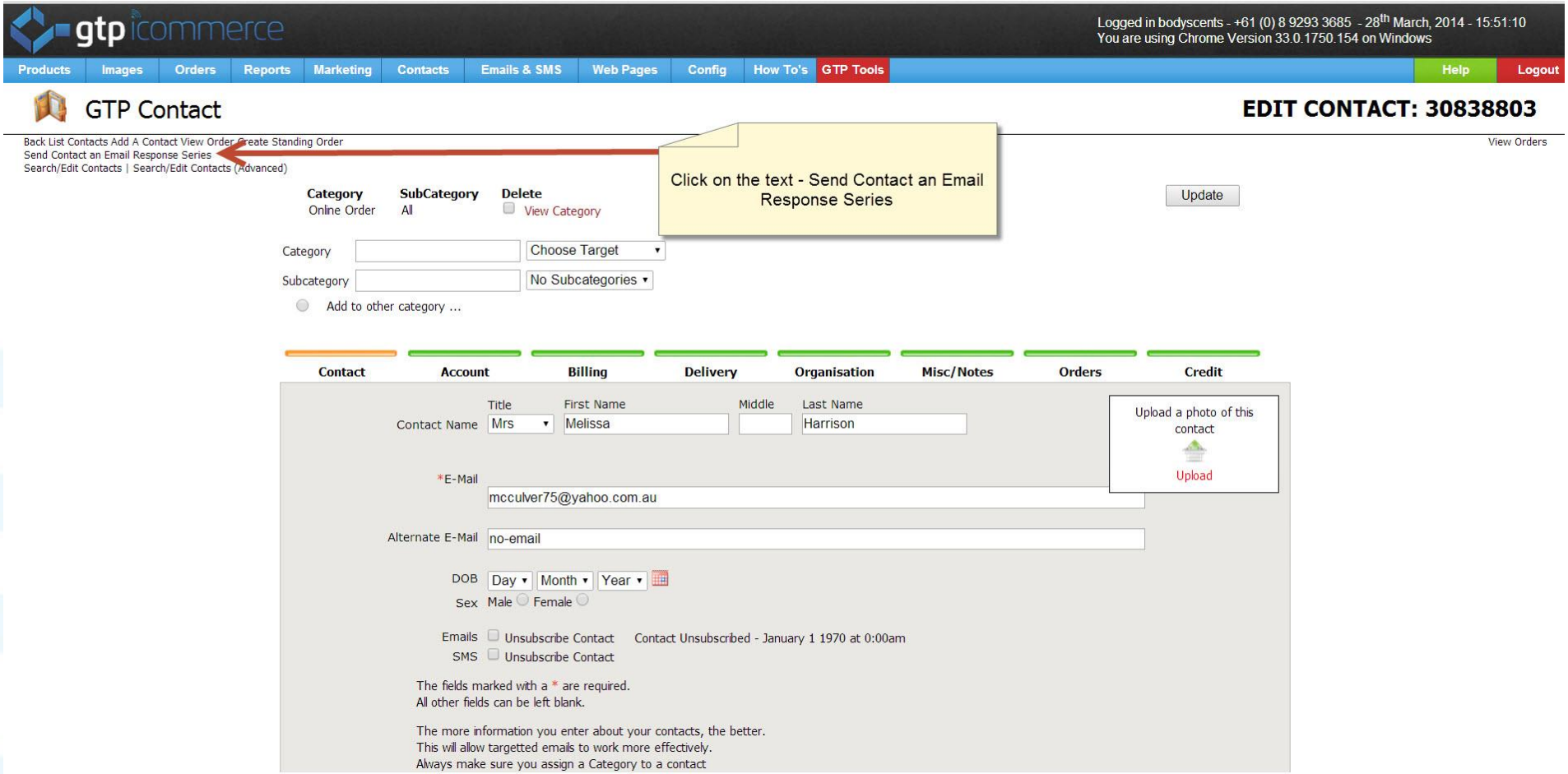


Order	Date	Billing Customer	Sub-Total	Packaging	Postage	Surcharge	Discount	Loyalty Credit	Affiliate Credit	Balance	Pay By	Resend Confirmation	Delivery Date
10 137 157	27/03/2014	Teresa Baines — Teresa Baines	$123.50	$0.00	$8.95	$0.00	$20.00	$6.18		$112.45	CC	Send	
10 137 130	27/03/2014	Rhianna Henfry	$148.70	$0.00	$0.00	$0.00	$0.00			$148.70	CC	Send	
10 136 909	25/03/2014	Melissa Harrison	$27.90	$0.00	$6.95	$0.00	$0.00			$34.85	PP	Send	
10 136 537	23/03/2014	Meaghan Coyle	$59.70	$0.00	$6.95	$0.00	$0.00			$66.65	PP	Send	
10 136 157	19/03/2014	Sukhdeep Singh	$141.70	$0.00	$0.00	$0.00	$0.00			$141.70	PP	Send	
10 135 176	14/03/2014	Anne Dorozenko	$49.80	$0.00	$9.55	$0.00	$0.00			$59.35	PP	Send	
10 134 769	13/03/2014	Melanie Hobers	$155.70	$0.00	$0.00	$0.00	$0.00			$155.70	PP	Send	
10 134 249	11/03/2014	Tamara Jones	$37.90	$0.00	$6.95	$0.00	$0.00			$44.85	DD	Send	
10 132 641	05/03/2014	Marnie LeFevre	$251.80	$0.00	$0.00	$0.00	$0.00			$251.80	PP	Send	
10 130 018	18/02/2014	Sarah McPhee	$186.60	$0.00	$0.00	$0.00	$0.00			$186.60	PP	Send	
10 128 974	10/02/2014	Ryon Thomas	$27.00	$0.00	$6.95	$0.00	$0.00			$33.95	PP	Send	
10 128 795	09/02/2014	Michelle Nazaroff — Nazafit online fitness and nutrition	$286.30	$0.00	$0.00	$0.00	$0.00			$286.30	PP	Send	
10 127 564	30/01/2014	Gloria Degan	$248.99	$0.00	$0.00	$0.00	$0.00			$248.99	CC	Send	
10 127 408	29/01/2014	Karen Adie	$39.10	$0.00	$6.95	$0.00	$0.00			$46.05	CC	Send	
10 127 001	25/01/2014	Megan Rabadan	$193.38	$0.00	$0.00	$0.00	$0.00			$193.38	PP	Send	
10 126 940	24/01/2014	Kylee Heighway	$154.65	$0.00	$0.00	$0.00	$0.00			$154.65	CC	Send	
10 126 907	24/01/2014	Fiona Faulkner	$65.46	$0.00	$6.95	$0.00	$0.00			$72.41	CC	Send	
10 126 843	23/01/2014	Katherine Calvert	$18.90	$0.00	$6.95	$0.00	$0.00			$25.85	PP	Send	

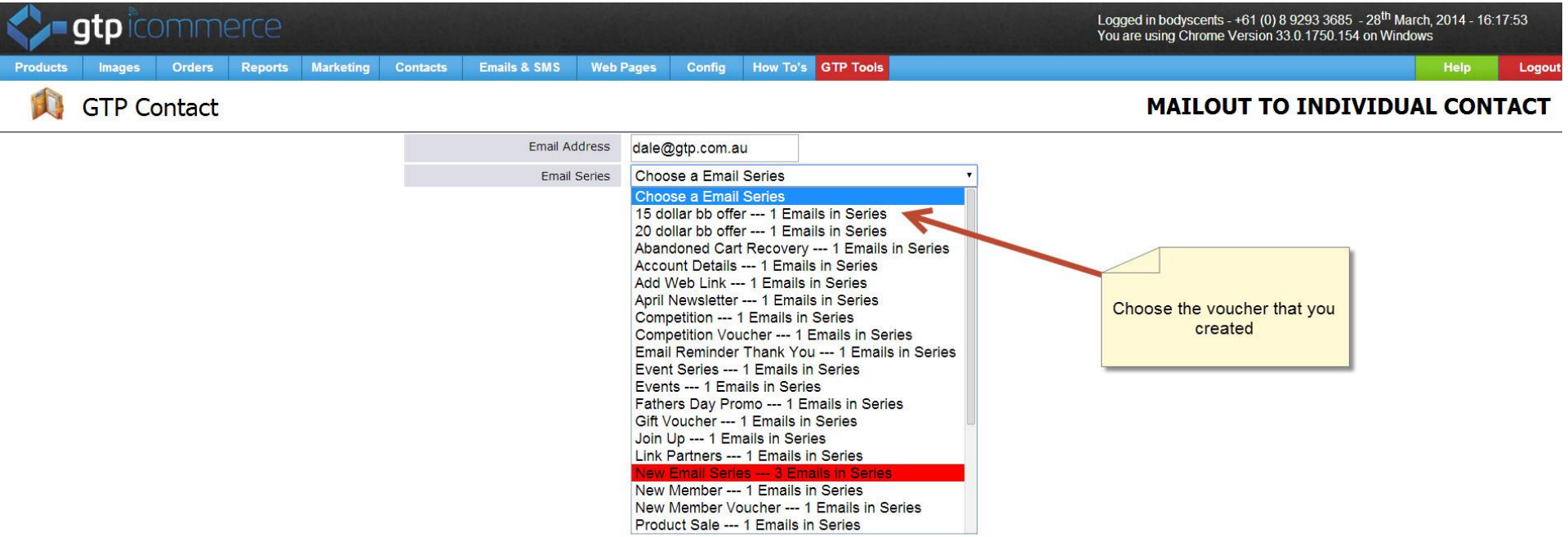
Select Edit iContact details



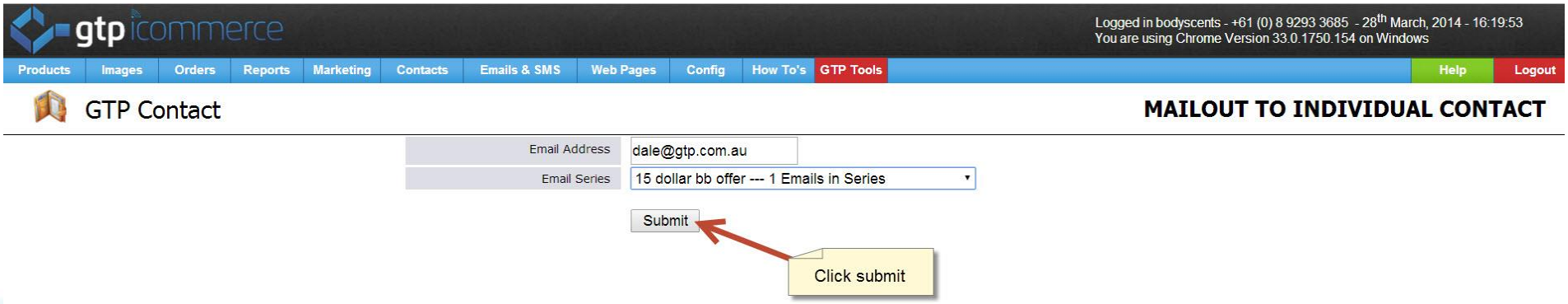
Select the Small Text in the Top Right



Select Your Voucher



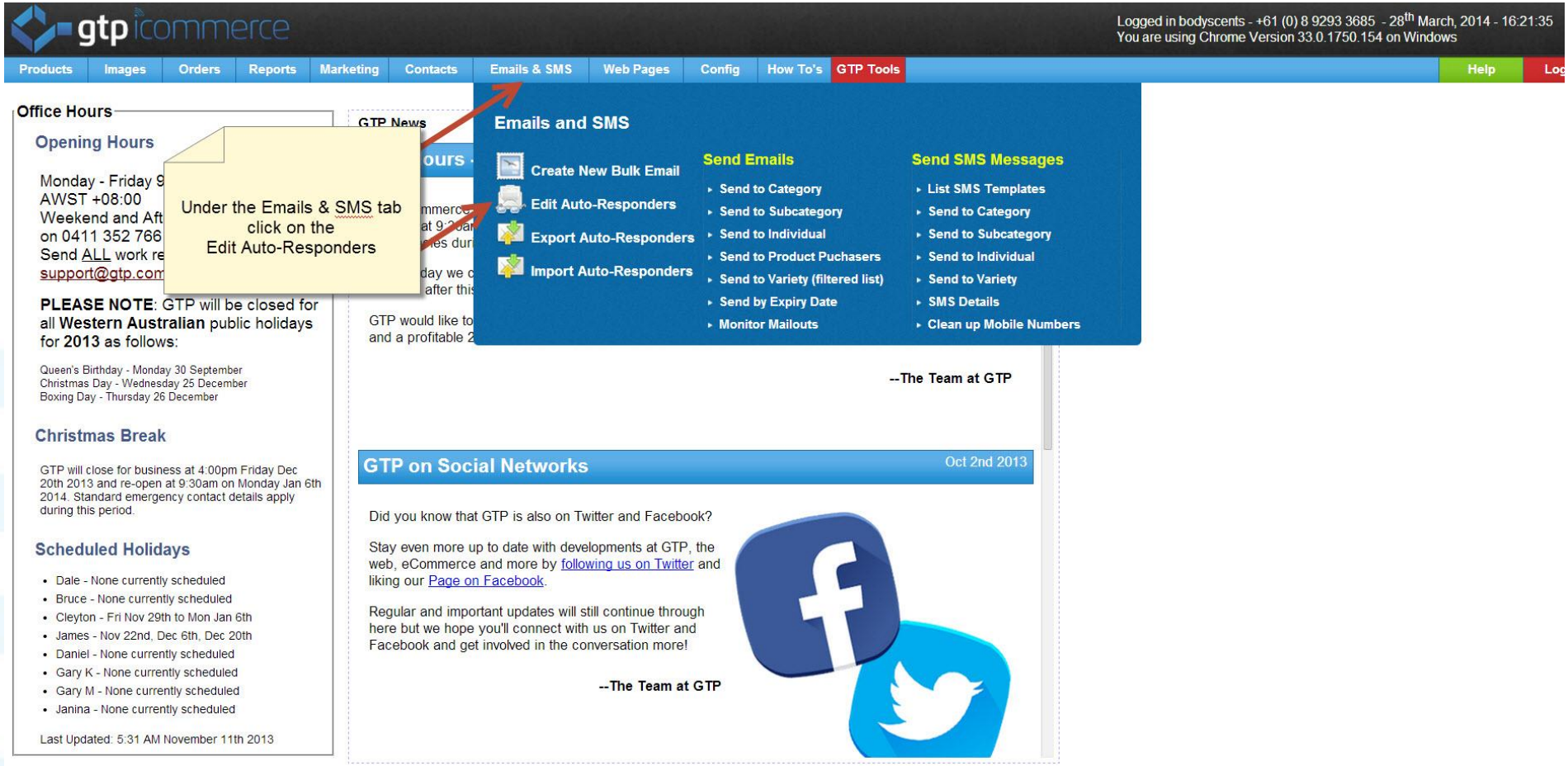
Submit


gtp icommerce
Logged in bodyscents - +61 (0) 8 9293 3685 - 28th March, 2014 - 16:19:53
You are using Chrome Version 33.0.1750.154 on Windows
Products
Images
Orders
Reports
Marketing
Contacts
Emails & SMS
Web Pages
Config
How To's
GTP Tools
Help
Logout
GTP Contact
MAILOUT TO INDIVIDUAL CONTACT
Email Address
dale@gtp.com.au
Email Series
15 dollar bb offer --- 1 Emails in Series
Submit
Click submit

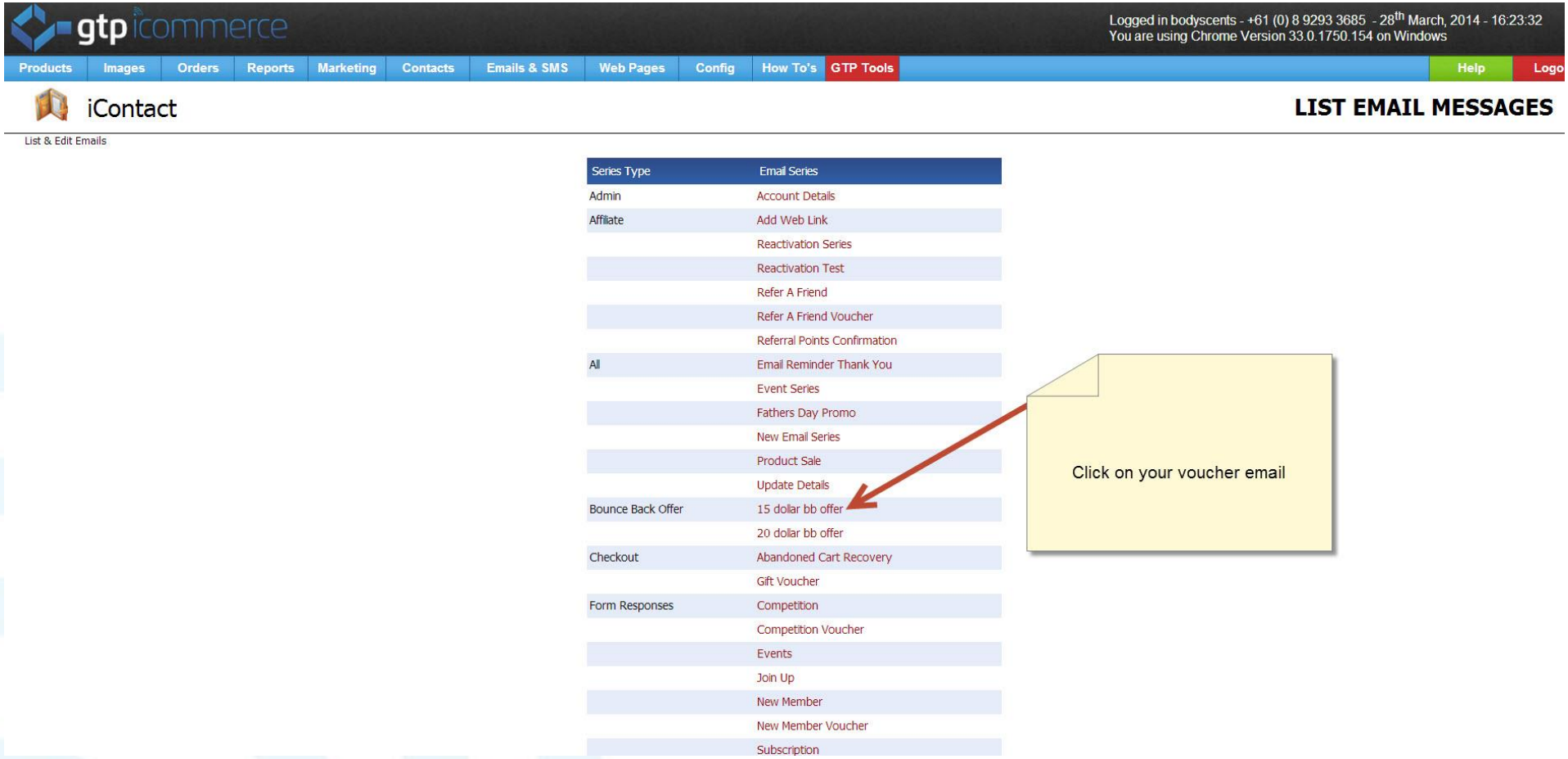
Changing Voucher Email

After you have created your email you can go back and edit it

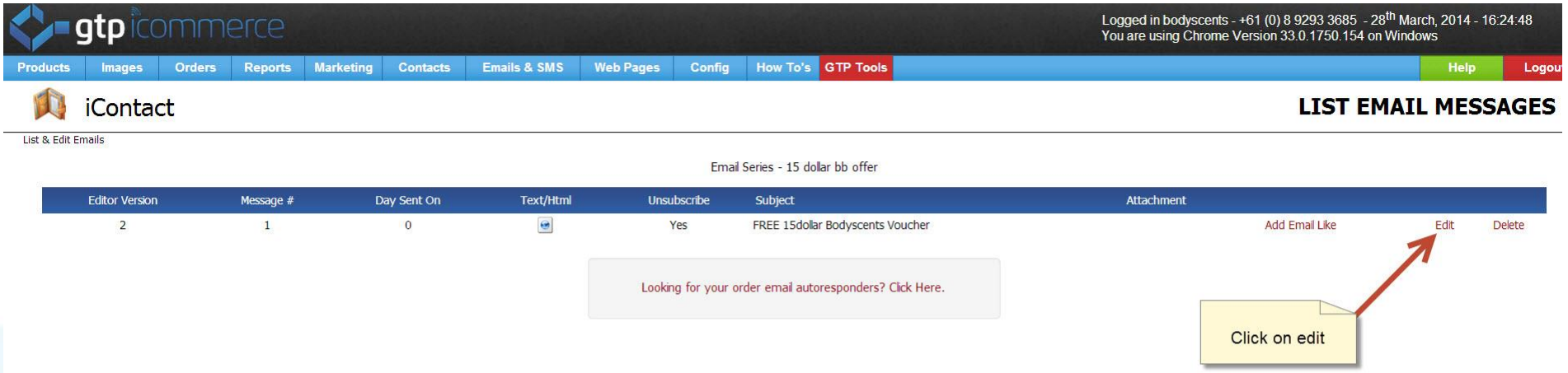
Open the Edit Auto-Responders



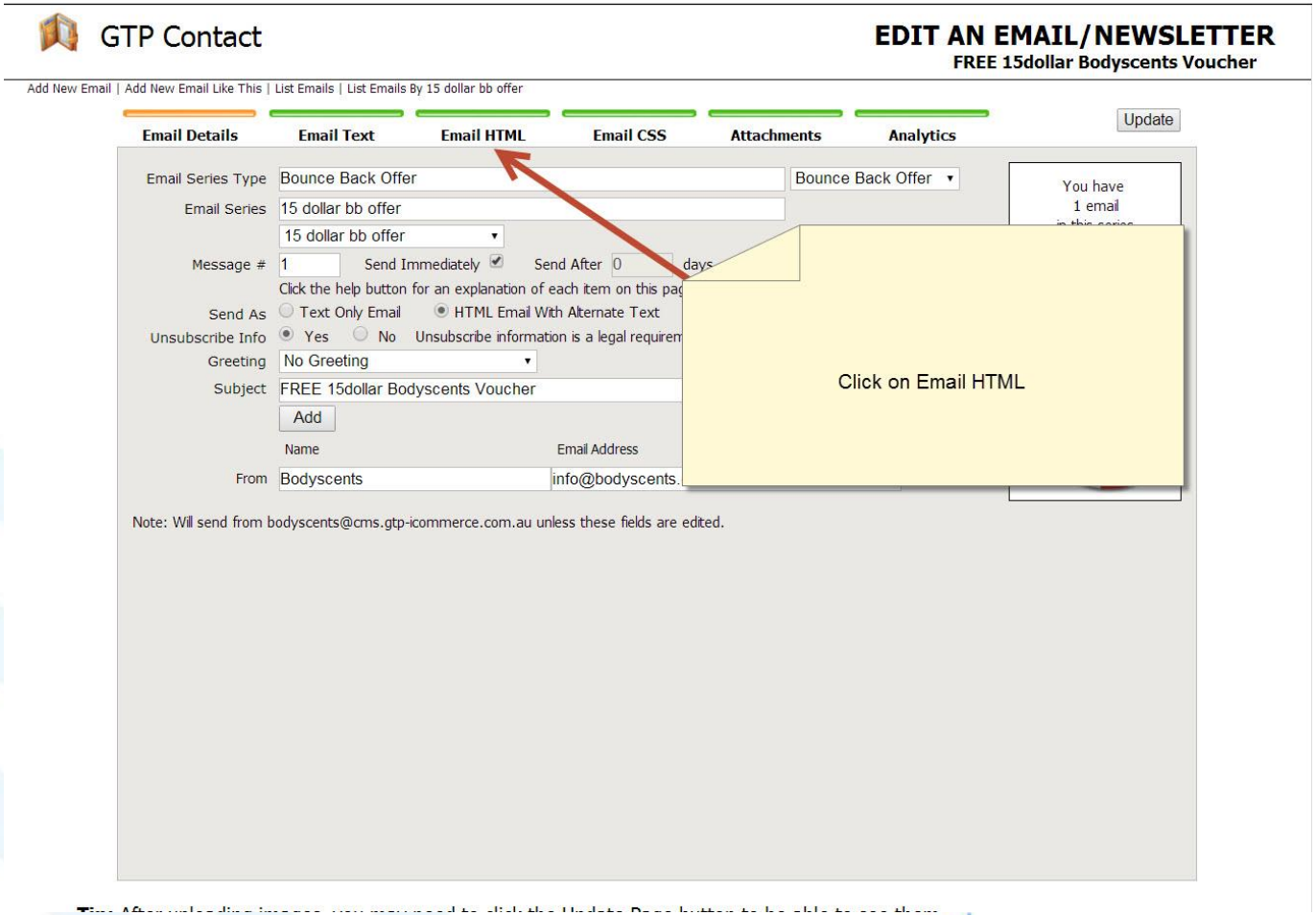
Select Your Voucher Email



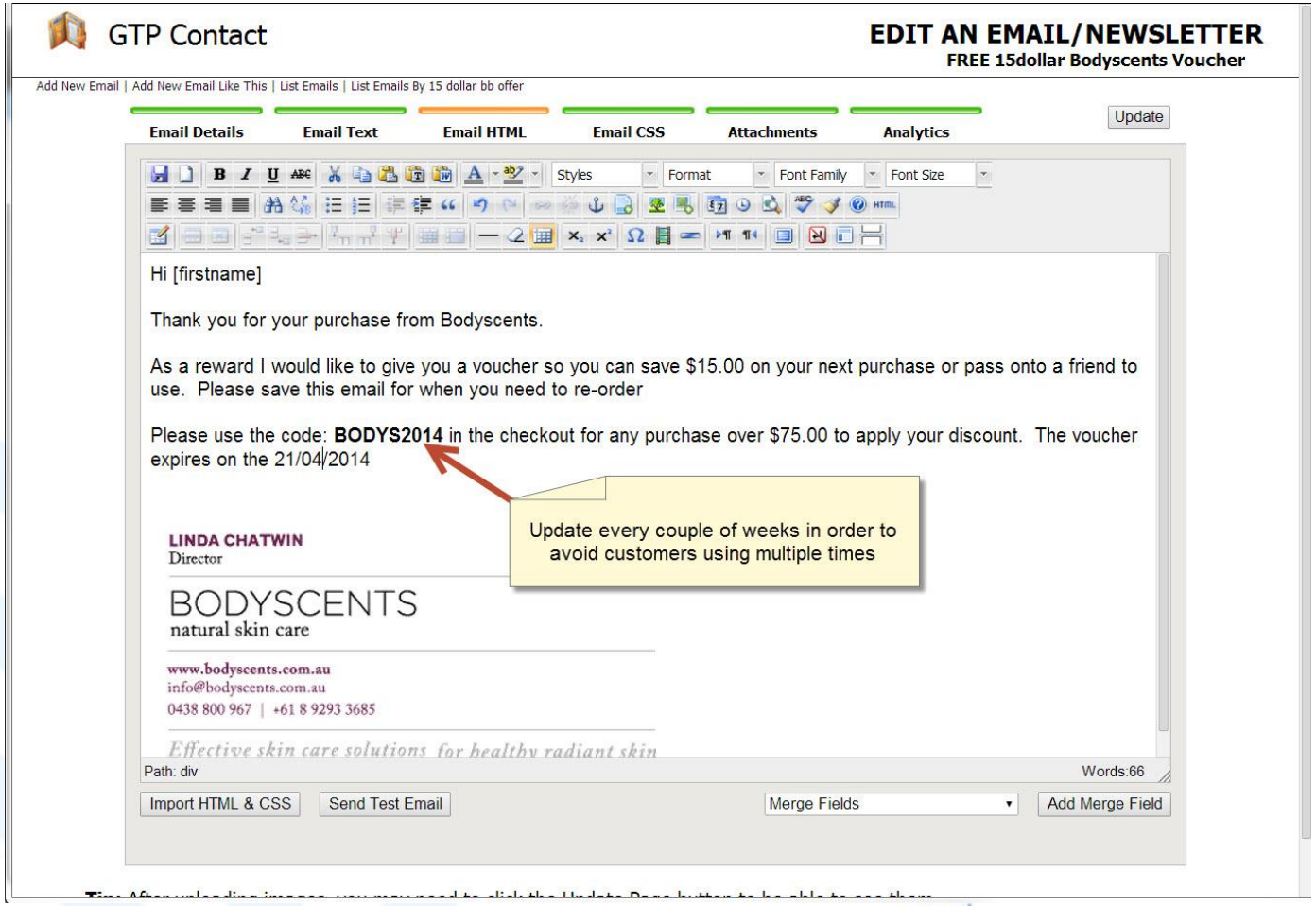
Select the Edit Button



Go to the Email HTML Tab



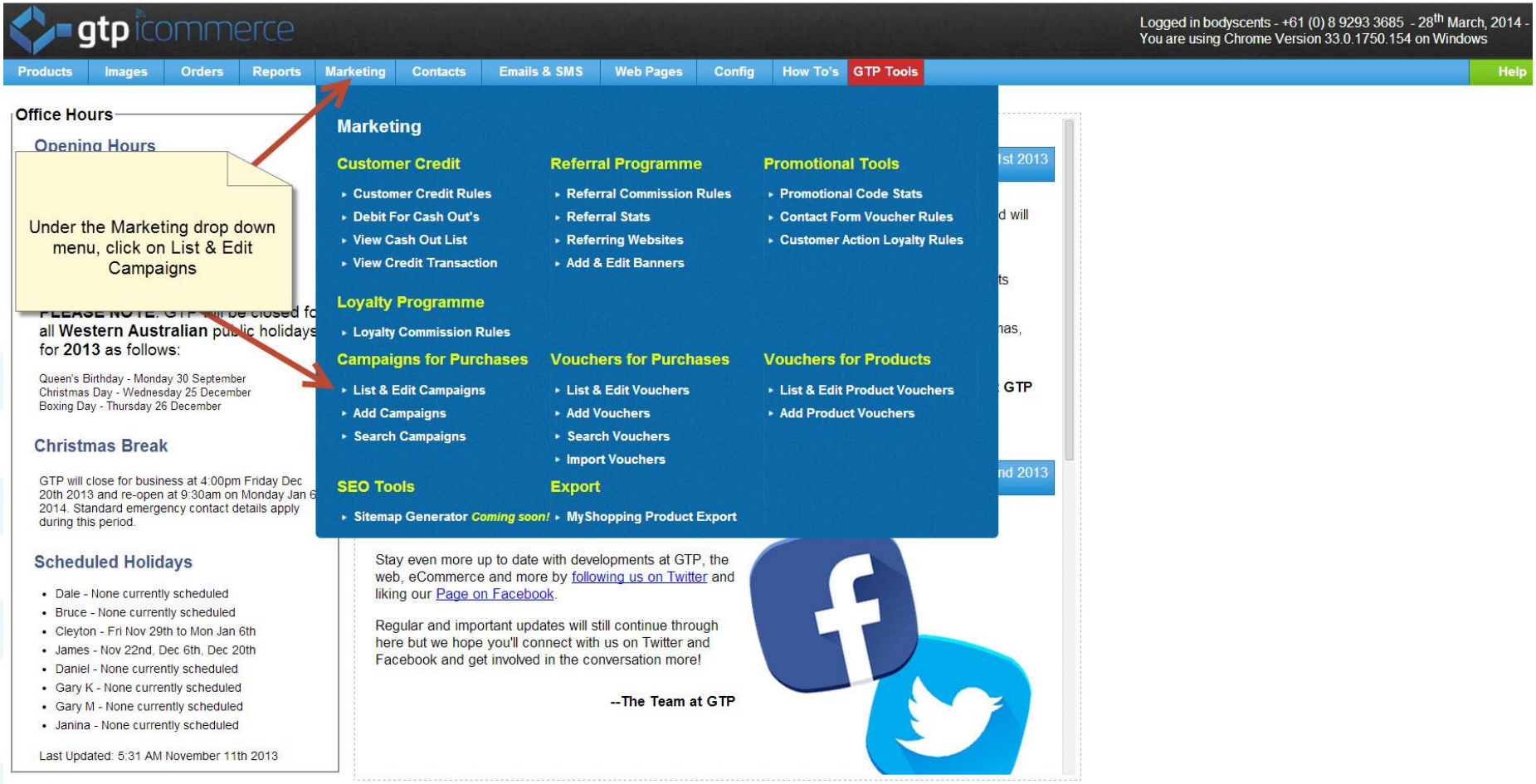
You Will Need to Keep the Email's Information Current



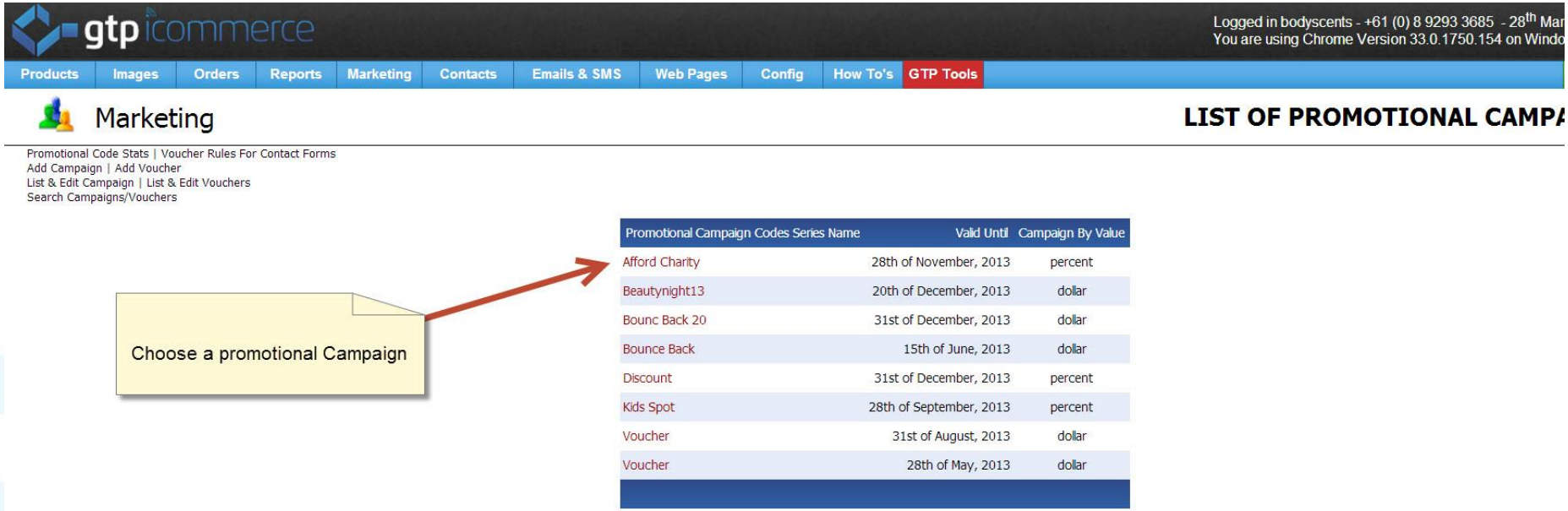
Changing Voucher Settings

The voucher can also be edited after you have created it

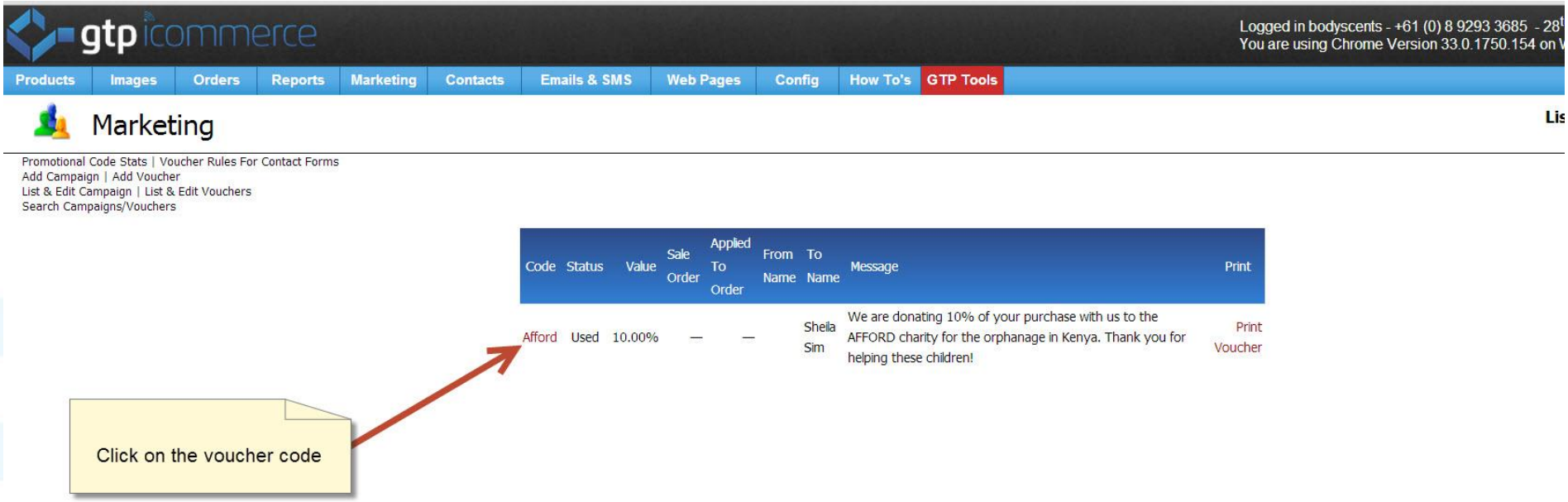
Select List & Edit Campaigns



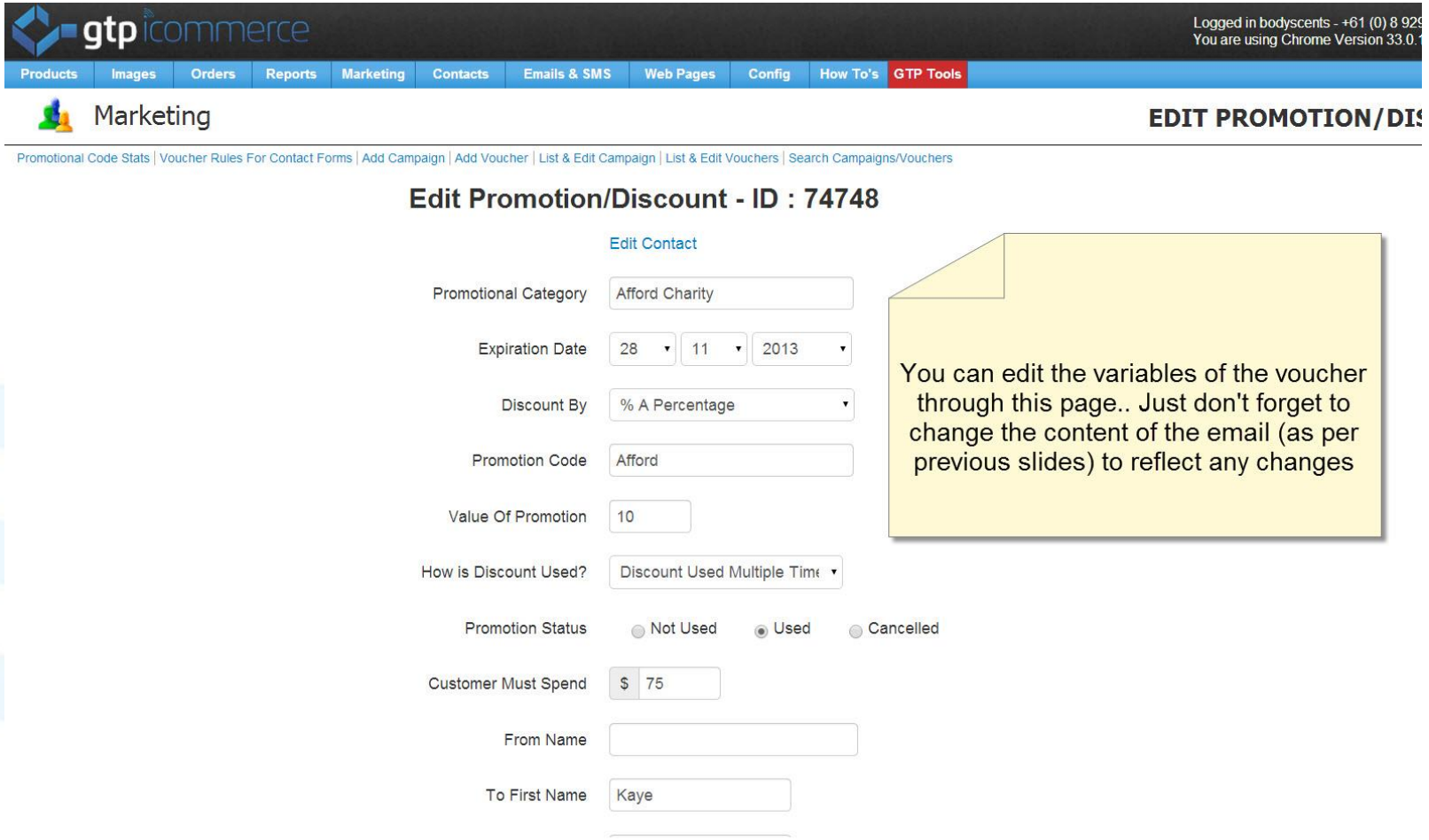
Select a Campaign



Choose a Voucher to Edit



Edit the Voucher Details



Congratulations

You Have

1. Created a promotional voucher
2. Made the email that will hold it
3. Choose who was to receive the emails
4. Learnt how to edit the email and the promotional voucher

End of Presentation

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