

Promotional Codes Campaigns and Vouchers

What are Promotional Codes?

How Do They Work?

Key Elements of a Promotional Code

How to Create a Promotional Code

What Are Promotional Codes?

- A promotional code allows customers to get a percentage discount or a flat dollar value discount off a purchase.
- For example. As part of a promotional email you may give customers a \$20 discount voucher code to use within 7 days with a minimum spend of \$100.

Promotional Code: b1c34

Campaigns Versus Vouchers

- When creating a promotional code in the CMS a code can be created as either a
 - **Campaign** – Which means more than one person can use the same code to get a discount (potentially hundreds of uses)...or a
 - **Voucher** – where only one person can use the voucher and once it is used it cannot be used again. Like a gift voucher.

How Do They Work?

- You create a promotional code and set the rules as to how it is to be used
- You send out the code to your database or the lucky recipient's as a promotion.
- Customers add items to their shopping cart and then at the checkout enter their code.
- The code is looked up for validity and amount and the voucher amount is discounted off the purchase price.
- Customer finalises order at a cheaper price.

Key Elements of a Promotional Code

- The Code
- Whether it is a percentage discount or a dollar amount discount
- The value e.g. 20% or \$20
- The minimum purchase requirements e.g. \$50
- The expiry date
- Whether only one person can use it once (We call this a voucher) or whether the code can be used many times by many people (A Campaign).

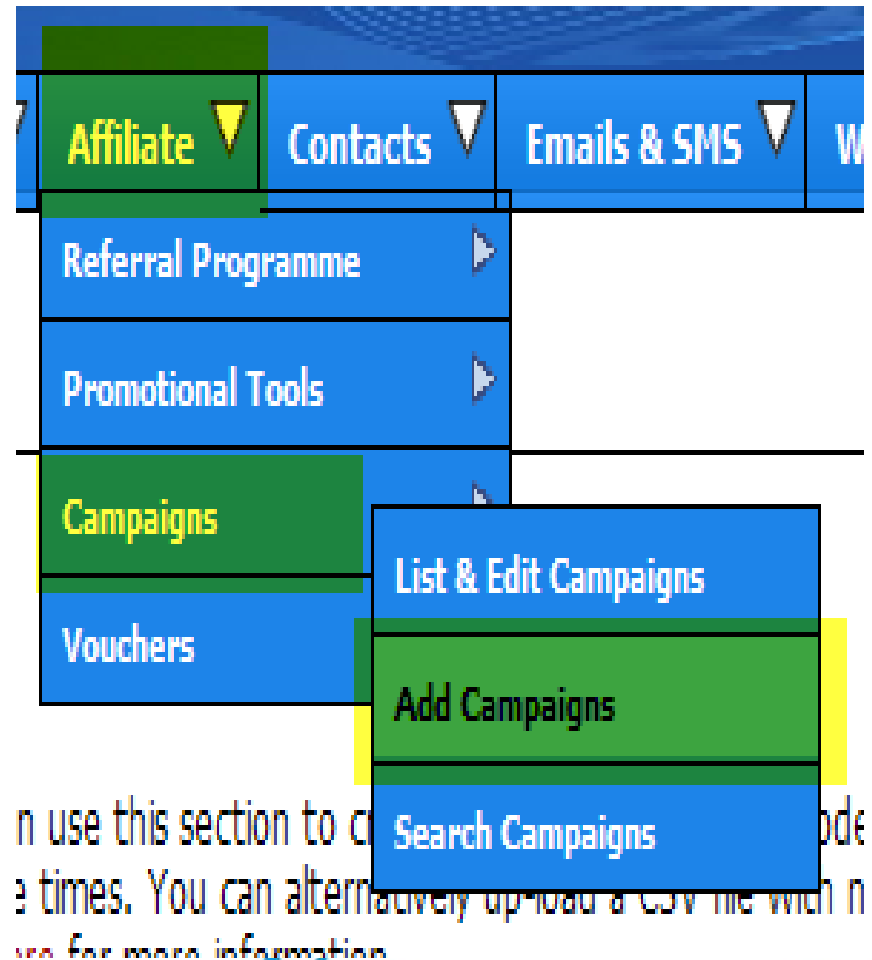
Benefits of Using Promotional Codes

- There is no need to print out promotional codes hence; savings on promotional materials. You can email out your promotional code.
- This is by far the best marketing tactic to invite clients to make a first purchase or try their products and/or services.
- Promotional codes have an expiry date creating a sense of urgency to use them.
- Promotional codes could reach thousands of clients since it can be advertised or promoted in Facebook, MySpace and other social networking sites bringing greater probability of sales coming in.

How to Create a Promotional Code – Campaign Style

- Click on Affiliate
- Campaigns
- Add Campaign

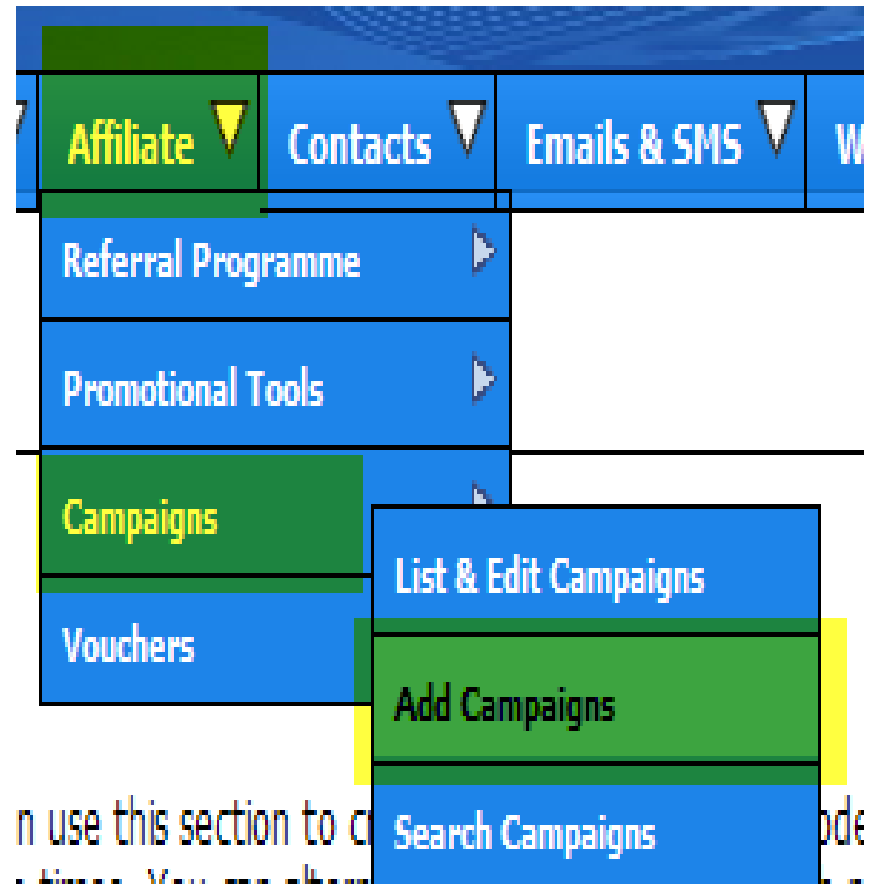
(The campaign section means that the discount code can be used multiple times until expiry)



How to Create a Promotional Code – Voucher Style

- Click on Affiliate
- Vouchers
- Add Voucher

(The Voucher section means that the discount code can be used only once)



How to Create a Promotional Code

- Give a promotional series name for your reference only
- Set code expiry date
- Set discount as \$ or %
- Set promotion code
- Set value of code
- Set minimum spend level
- Select whether the code can be used once or more than once
- Click Add Promotion

Promotion Series Name	<input type="text"/>
Expiration Date	19 <input type="text"/> 06 <input type="text"/> 2010 <input type="text"/>
Discount By	Choose <input type="text"/>
Promotion Code	<input type="text"/>
Value Of Promotion	ie. 50.00 <input type="text"/>
Customer Must Spend \$x.xx	ie. 50.00 <input type="text"/>

Only put numbers and no \$ signs in the “Value of Promotion” and “Customer Must Spend” fields.

Automatic Voucher Generation For New Contacts Who Sign Up

What is an Automatic Voucher?

- An “automatic voucher” is where the web site automatically creates a voucher code of a certain value for a customer based on them filling in a form on your web site
 - Join
 - Competition
 - Contact Us

Automatic Voucher Generation For New Contacts Who Sign Up

- The CMS can be set up to automatically send a promotional voucher code to anyone who signs up or fills in a competition or contact form
- Contact us about this if required.

TEST YOUR VOUCHER

- If you have created a voucher code and would like to test that it works
- Add items to your shopping cart and proceed through the checkout and enter your code in the area provided.
- You will get a response as to whether the code is accepted or not.
- As long as you don't finalise the order the voucher will remain active.