



Coupon Code CAMPAIGN CHECKLIST

1 HAVE A CLEAR VALUE PROPOSITION
Ensure that your discount or special offer is very clear to avoid any confusion or unfulfilled expectations.



2 TIMING
Timing is crucial when it comes to coupon codes. You want to offer them at the right time, such as periods when you know your factory will be quiet.



3 EXPIRATION DATES
Set an expiration date for your coupon codes to create a sense of urgency for customers to make an order.



4 STATE LIMITATIONS OR RESTRICTIONS
Consider setting limitations on your coupon codes, such as limiting them to one use per customer or only allowing them to be used on certain products or services. Always be clear about this.



5 MONITOR RESULTS
Keep track of your coupon code campaigns and analyze the results to determine what works best for your business.



6 PERSONALISATION
Consider personalising your coupon codes to make customers feel valued and appreciated.



7 CREATIVE COUPON NAMES
A creative coupon code name can make your discount stand out from the pack by intriguing customers and making it memorable.



8 USER-FRIENDLY
Make sure your coupon codes are straightforward and easy for your customers to use.



9 FOLLOW-UP
Follow up with customers who have used your coupon codes to thank them and offer incentives for future purchases.



10 TEST AND EXPERIMENT
Test and experiment with different types of coupon codes to see what works best for your business.



TO SUM UP

Coupon codes are a powerful marketing tool that can help drive sales, build customer loyalty, and attract new customers for flatpack manufacturers.

By utilising different types of coupon codes and using the coupon code checklist, you can create successful coupon code campaigns. Remember to monitor your results, personalise your codes, make them user-friendly, follow up with customers, and test and experiment to find the most effective strategy for your business.