

Promo Code Marketing Tactics

Volume 1



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Table of Contents

DISCLAIMER AND TERMS OF USE AGREEMENT	2
Introduction	4
Chapter 1	5
How To Use Promo Codes...Without Giving a Discount	5
Chapter 2	10
Tips Submitted By Promo Code Software Membership Users	10
Promoting a back end product in a front end report	10
Camtasia and video	10
How Promo Code Software solved the missing link in my lead capture page	12
Chapter 3	13
17 More Ways To Use Promo Codes	13
Offer a Discount	14
Special Offer	14
Entice New Prospects	14
Secret Pages	14
Holiday Offers	14
Printable Coupons	14
Sweepstakes	14
Instant Rebates	15
Fear Of Loss	15
Direct Mail	15
One Time Offer	15
Gift Certificates	16
Special Of The Day	16
Newspapers	16
Joint Venture Partners	16
Squeeze Page	16
Limited Time Offers	17
Chapter 4	18
How To Generate Promo Codes	18
Chapter 5	19
Get More Promo Code Marketing Tips	19
Resources	20
Promo Code Software Membership	20
Promo Code Software Blog:	20
Promo Code Software User Forum:	20
Promo Code Software Affiliate Program:	20

Introduction

This report is actually just one in a series of 40 or more...

Volume 1, Volume 2, Volume 3...etc.

The goal? ...

To supply you with 1001 tips through 40, to the point, results oriented, short reports. Each volume of Promo Code Marketing Tactics will contain 15-30 individual tips and ideas **on how to implement an effective marketing campaign using promo codes.**

Most of the tips show you HOW to use promo codes in a way OTHER than by giving a discount.

Make sure you get the next report as it's released...there is no charge for the reports.

[Register Here](#)



I'll be sure to send you each report as I release them.

Chapter 1

How To Use Promo Codes...Without Giving a Discount

The (not so) burning question:

“How do I use promo codes without giving a discount?”

This question rarely crosses the mind of most business owners and marketers.

Why would it? Most people assume that “promo codes” & “coupon codes” are one in the same. I'd even venture to say that there are a lot of people who don't have an idea of what a coupon code or promo code is...let alone what the difference is.

Sure, it's common knowledge what a coupon is. Don't really need to explain that one; but a coupon “code”?

Well, not to insult your intelligence, but a **coupon code** is typically a code that a consumer can enter during the purchase process online to receive a discount for your product or service. That's it. Plain & simple. It's literally a “virtual” coupon used exactly like a clip out coupon would be used in a physical transaction at a store.

So...if that's the definition of a “coupon code”, it's easy to see why most people would think that coupon codes and promo codes are basically the same thing. Right?

It just sounds right. “Enter your coupon code for a 40% discount” or “Enter your promo code for free shipping”. In that sense, your customers know exactly what you mean. In fact, they seem to mean the same thing. To tell you the truth, in that instance, you are correct. Promo Codes can mean the same thing as coupon codes.

So the question you probably have in your mind is:

“Why Should I care what the difference is between coupon codes and promo codes?”

Because when it comes to MARKETING, PROMO CODES ARE NOT COUPON CODES

It's important to understand the difference between a Promo Code and a Coupon Code because if you try to market coupons and coupon codes like you market PROMO codes...

You are going to be short stacked with the limitations of a “coupon code”. Marketing with coupon codes limits you to discounts and bargain seekers.

Marketing with PROMO CODES can actually lead your prospect to a sale WITHOUT offering a discount.

And that's the aim of this report. It's to help you to understand the difference. Once you do...**you're really going to start to get excited about all the cool new ways that you can market your business.** This is really going to open some doors for some folks.

Promo Codes vs. Coupon codes...What's The Difference?

Time to set the record straight.

You know the old argument about how to pronounce tomato? Some say it like tomATEo and some say it like tomAHto.

TomATEo, tomAHto...same thing. Right?

Yep, it's the same darn thing. Even though people will probably think you are a moron if you say it “tomAHto”, they will still know what you are talking about.

Well, lots of folks still think that Promo Codes & Coupon Codes are like “tomato's” in the sense that they really mean the same thing. In reality, Promo Codes & Coupon codes are more like...

I hate to say it but...

cringe...

They are really more like Apples & Oranges.

Yeah, yeah, I know. It's an OLD worn out cliché but you know what? Nobody confuses apples with oranges. Do they?

The vast majority of marketers I know DO, however, still think they are the same.

Here's what distinguishes Promo Codes from Coupon codes:

Promo codes, if used properly, can be used to fuel a marketing campaign by leading your prospect to a desired action (i.e: make a sale in a number of ways OTHER than by offering a discount.. Coupon codes can't. Plain and simple.

You may argue that statement.

Maybe this example will help you understand exactly what I mean:

If I use a coupon code to purchase a domain from Go Daddy (and I have) to save 3 bucks off my domain purchase, **I have already decided to purchase**. All I'm looking for now is a discount. All that "coupon code" can do is give me a discount.

Just do a Google search for "coupon codes", pull up one of the coupon code directories and you'll be able to find published "coupon codes" for most any mainstream company like Go Daddy, Sears, Bed Bath & Beyond, Dell, etc.

Then, when you go to the website to make a purchase, the site will ask you to enter a coupon code to adjust the price on the shopping cart based on the coupon code you have.

Basically, what I've done in my Go Daddy example is search out a digital coupon much like the way I may search out a grocery store coupon to clip out coupons on items that I ALREADY want. Then, I go shopping and redeem these coupons to save a little money.

Sure you can market your "coupon codes" the very much the same way that you market clip out paper coupons. I'll give you that. You MAY attract a buyer who may not have purchased unless you were offering a discount...

But...

Only if your customer is already aware of your product and had a pretty good idea of what it was to be able to entice them to purchase using your coupon code.

A Promo Code, on the other hand, can actually direct your prospect to ANY website. So if you wanted to advertise YOUR company you could place a promo code form directly on your blog or website just like this:



That's a screen shot from my blog.

I just install a promo code submission form on my site so that I can direct traffic back to it where my visitors can enter a promo code.

Now, when I advertise a special promotion, I can direct traffic back to my blog for my visitor to enter a promo code. Once they enter the correct Promo Code...they will be redirected to ANY web page I want them to visit.

THAT my friend is the MAJOR difference between promo codes & coupon codes.

You simply can't do that with coupon codes because coupon codes ONLY work at checkout...after the purchase decision has already been made based on price.

That brings us back to the apple and the orange cliché. Promo Codes & Coupon Codes are of the same family but are a totally different variety when it comes to marketing.

You get more flavor. You get a lot more “juice from the squeeze” when you use promo codes in your marketing campaigns in relation to coupon codes. (You are probably beginning to think that I'm a HUGE fruits & vegetables nut aren't you?)

The rest of this report is dedicated to giving you some ideas on how you may be able to use PROMO codes as a marketing tool to use with all of your marketing campaigns.

You'll soon find, that you simply can't market with coupon codes with the flexibility you have with promo codes.

Chapter 2

Tips Submitted By Promo Code Software Membership Users

Ok, what you're about to read are some actual tips that have been submitted to the [PCS blog](#). These tips are completely unedited and presented exactly the way the member wrote it...so don't blame me for typo's and grammatical errors ;-)

The title links directly to the blog post and the submitters name links directly to their website (Surprise them and pay them a visit)

[Promoting a back end product in a front end report](#)

Submitted by membership user: [Kevin Riley](#)

“When you have a bigger-ticket back end product. Create a smaller, low-priced front end report or guide. With the guide written so that it is a natural follow up to go on and get the back end product, you can increase the conversion by giving away a promo code password (just for readers).”

[Camtasia and video](#)

Submitted by membership user: [internet marketing](#)

“You could produce a simple camtasia capture or video and redirect straight to a promo landing page. The landing page could be “specially for the viewers of ...” or “VIP code” or you could put in the video that people following the link after the video will have a special discount.”

[More ways to use Promo Code Software](#)

Submitted by membership user: [Justin](#)

“As a charter member and beta tester for Promo Code software, I realized early on that this software was invaluable for ANYONE that wants to promote themselves, advertise or do any marketing online.

1. One way to use it, is as a Keyword tool for your website.

For example, most everyone is aware of AOL keywords that they still use to this day. Some media outlets and social networking sites use keywords as a fast way to refer someone to a topic or location on the site, without having to use a full URL.

2. This leads to the second method, which is to use it to promote affiliate programs.

For example, you may send out emails to your lists, that promote certain programs and you probably use some sort of tiny url service or send them a direct URL link.

Since Promo Code Software is server based it can be used with any website or multiple websites. This means that with Promo Code Software you could send them to your own homepage (<http://alliantnetwork.org>) or a landing page on your own website and then give them a keyword to find out more information.

This does two things, it makes your prospect get used to doing some action, which is like saying yes in face to face sales. If they are conditioned to say yes, they tend to keep saying yes and it could improve conversion ratios.

The second thing this does is continue to brand your site and gets them to your site, which might mean they will look around and buy or sign up for something instead of not even seeing your website.

3. Then my last one for this post, is you can use Promo Code Software for off line advertising.

Anyone who wants to not just be successful but make really big money knows that you don't ONLY advertise online, but you must do it off line too.

The so-called gurus that make millions and millions online, know this all to well. It is little known secret to making big money.

Examples might be to run ads in magazines, newspapers, flyer's, direct mail or postcards or you use any other type of media you might be able to afford to effectively market the products or services you are selling. With Promo Code software you use an advertising or marketing code to track where people are coming from. This helps you to know if the money you are spending off line is generating any hits and it allows you to use a clean URL.”

[How Promo Code Software solved the missing link in my lead capture page](#)

Submitted by membership user: [Russell \"Success Sensei\" Small](#)

“As a Personal Development and Marketing Consultant I make a living by being full of fresh ideas that will help my clients gain perspective, earn profits and add control in their personal and professional lives.

A recent business initiative was to offer my joint venture partners a lead capture or landing page for one of my particular services using some form of code generation marketing. After asking many developers who were either too busy to work on the project or unsure of how to figure it out, I felt frustrated and hopeless, like I would now have to learn HTML and spend countless hours developing a product that would be reliable enough to put on my website.

That was until I came across Promo Code Software (PCS). At first I assumed it would be a good product only if you were already an experienced software user or website developer. However, what I found was the opposite. In fact, the coding was so simple that within 10 minutes of purchasing the product I had a fully functional website with code marketing capability. The easy to navigate user panel works like a monitoring station for my marketing efforts, I generate each one of my select joint venture partners a different code which can be instantly tracked to the results via the PCS site. I preach to clients to have track-able systems that measure the results of their marketing efforts and Promo Code Software is simply the perfect tool for tracking promotions.”

Chapter 3

17 More Ways To Use Promo Codes

Ok, now were moving right along with some ideas on how to implement promo codes in your marketing campaign...and this is only Volume 1 of 40+ !!

The Tips that you are about to read will actually be covered in more detail in future volumes of Promo Code Marketing Tactics. I just want to give you a few ideas that you can wrap your mind around so you can start to think about how to implement promo codes with your online and offline marketing campaigns.

Like I've hammered on during this entire report, there are only a handful of ways to promote your business using coupon codes. It's exactly like marketing with a clip out coupon off line except a coupon code is used online. But if you market with PROMO codes the sky is the limit.

As a reminder, to make sure that you receive all the volumes of Promo Code Marketing Tactics, be sure to [register by clicking here](#). You'll receive them as they are published.

Another thing to note:

Many of the tactics, depending on when you received this report, haven't even been written yet. [Promo Code Software](#) members contribute by sharing their campaigns in our [forum](#) and on my [blog](#).

They do it for good reason too. You see, if you contribute an idea or technique, you get exposure to YOUR site with a link back to your site AND you will be featured in future volumes of "Promo Code Marketing Tactics" just like this one.

These reports have a viral effect because my members have the ability to brand these reports with their affiliate ID (yes you can make commissions by promoting Promo Code Software) and give them away as an incentive to get people to sign up for their own opt in list. Probably much like you have done with me to receive this report.

So, not only will these reports be distributed by me but they'll also be distributed by other Promo Code Software members. This could give you a lot of exposure to your website or blog if you contribute your own tips.

We'll be going into more detail about the following tips in future volumes...perhaps YOU can be the one featured by expanding on these tips by submitting YOUR tip on my blog here.

Here are 17 other ways you can use promo codes to promote your business:

Offer a Discount

1. Offer a discount price (probably the most obvious and most used)

Special Offer

2. Create special offers for customers only

Entice New Prospects

3. Create special incentives available only for your NEW prospects

Secret Pages

4. Expose "secret" pages on your website (must have a code to see)

Holiday Offers

5. Quickly whip up timely Holiday offers

Printable Coupons

6. Use the coupon code to generate printable coupons for in-store redemption (Drive real traffic to your physical location)

Sweepstakes

7. Run a sweepstakes offer (enter the correct code to win!!). I could write an entire report about this but just think about this for a moment. Could you send out a postcard or, better yet, an email promoting a free vacation, membership access, or anything else of value? Each mailer has a unique code in it but only 1 or 2 have the actual winning codes. If they visit your site and enter the correct code...they win. You win by drawing attention back to your site and encouraging visits.

Instant Rebates

8. Offer an Instant Rebate as an unadvertised bonus. That would be a big surprise. Wouldn't it? Think they would remember you after you did something like that?

Fear Of Loss

9. Generate a "fear of loss" by limiting the amount of coupons that can be redeemed for your product. Say, for example, only the next 10 customers are eligible for the discount. After 10 coupons, or what ever number you set, are used. The offer is expired and an alternate sales message is displayed.

Direct Mail

10. Use the coupon code in your direct mail pieces to drive traffic to your website for a special deal.

One Time Offer

11. Use a "one time" unique code to display a One Time Offer. Once the visitor leaves the site, they must enter the code in order to see the offer again. When your prospect comes back to take advantage of the offer...Oops....the code is expired. That deal is no longer available...but wait...explain that their last visit REALLY was a one-time-offer. Then give them another offer that is still a good deal, just not as good as the last time. They will see that you are serious about your OTO and will be more reluctant to pass on the deal that you are presenting to them due to fear of loss.

Gift Certificates

12. Sell coupon codes to be used as “gift certificates”. If you create a unique code for each “certificate”, the recipient can go to your site, enter the certificate code and get the product for free. (Remember, you've already been paid!!)

Special Of The Day

13. Try this...make a code called “special”. Every day the special changes to show what's on sale...for that day ONLY. This conditions people to come back to your site and enter the code “special” to see what you are offering TODAY.

Newspapers

14. (Newspapers) Advertise your promo code in local newspapers to drive web traffic to your site.

Joint Venture Partners

15. (Joint Venture Partners) If you run an affiliate program, create special offers for your Joint Venture Parters. You could allow your affiliates to send out a promotion to THEIR contact list promoting special deals on your product that's only available to THEIR subscribers. You could even go one step further and offer the same (or even higher) commission payment to your affiliate even though it's being offered at a lower price. You can really get creative with this.

Squeeze Page

16. (Squeeze Page) Add a promo code form on your site that redirects your visitor to a squeeze page. It can be any page that you want to promote prior Only people who respond to specific marketing offers will be added to your “VIP” mailing list. Why? Well the main point is to get your visitors to come back to your MAIN site often. You're creating repeat visitors and increased exposure to your main offer. YOU will be at the top of your prospects mind

every time they visit. By directing them to your “main” page to enter the promo code...

Limited Time Offers

17. (Limited Time Offers) Run limited time offers based on when someone receives a marketing message from you. Let's say you are a sales person who visits clients in person. You could hand your prospect a flyer with a code that expires in 3 days to create urgency to take action within a desired amount of time of 3 days. The next day, you visit other clients with a new code on your flyer which expires in...yep, 3 days. Each prospect gets the same 3 day window (or how ever long you set the code for) to act on your special offer. Obviously, this tactic could work with your email efforts as well.

Here's the BEST part about all of these methods...

You don't need to change one single thing on your sales page to implement this type of marketing.

In fact, the only thing different about your website is that now there is a coupon/promo redemption form somewhere on your site. That's it.

Simply by having the right coupon code management software integrated into your website, you can run any type of promotion you want without changing your main site.

Chapter 4

How To Generate Promo Codes

Now that you understand what promo codes are and have a pretty good idea on how to use them, it's time to implement coupon code marketing for your business.

You'll need some software to create and manage all your codes.

Go to:

<http://www.promocodesoftware.com>

Actually, as the name implies, Promo Code Software isn't really software. At least it's not in the way that you are probably thinking. Actually it's an online membership site. Members log in to their account, define their promo codes, and the software generates a snippet of html code that can be cut and pasted into web documents, blogs, and some social networking sites.

The snippet of code creates the Promo Code Submission form. Just copy the html form code into the web document and...presto...you now have a promo code form on your site.

Members are assigned a back office where they can assign all their promo codes, track how many times the codes have been used, and manage all their separate campaigns from one easy to use interface.

If you're not already a Promo Code Software user, go [claim your membership today](#).

Chapter 5

Get More Promo Code Marketing Tips

As you know, you're reading Promo Code Marketing Tactic Volume 1. If you read the introduction (I hope you did), you know this is just one in a series of 40.

How do you get the other reports?

[Register Here](#)

Resources

Promo Code Software Membership

Tips & resources to help you implement effective internet & email marketing campaigns.

<http://www.promocodesoftware.com/>

Promo Code Software Blog:

<http://www.promocodesoftware.com/blog>

Promo Code Software User Forum:

<http://www.promocodesoftware.com/forum>

Promo Code Software Affiliate Program:

<http://www.promocodesoftware.com/affiliates.php>

Promo Code Marketing Tactics

Volume 1