

SOP: Creating Promotion Terms and Conditions

1. You are responsible for editing the default terms and conditions to clearly define the policies and restrictions for your promotions.
2. It is recommended that you write the terms and conditions in the customer's language.
3. If you offer multiple promotions for a single product, be careful to set up the promotions so that they work together.
4. Setup or execution errors can cause outcomes that do not correspond to the advertised terms and conditions.
5. These might result in customer complaints or, when the outcome is to the customer's advantage, unplanned costs.
6. Customers are responsible for following the requirements laid out in the terms and conditions, so you really do need to be careful of what you include and how you word it.
7. Promotions can include the following common terms and conditions:
 - ▶ Eligibility: Specify the products that are eligible for a promotion; for example, "All gardening tools priced at or below \$100".
 - ▶ Exclusions: List all products that are not eligible for a promotion; for example, "Excludes shovels".
 - ▶ Returns and cancellations: Define your policies regarding refunds in case of returns or cancelled orders; for example, "No partial refunds available. We cannot cancel orders after they have been shipped."
 - ▶ Purchase requirements and rules: Specify remaining details to fine-tune what is and what is not included; for example, "We do not count gift wrap, taxes, or shipping towards the minimum purchase amount to qualify for the promotion".
 - ▶ Eligibility window: State the exact time that an offer begins and ends, for example, "This offer ends 11:59 p.m. Pacific time (PT), on Friday, December 23, 2020".
 - ▶ Shipping eligibility: Specify where you will or will not ship to and list all types of shipping that you will or will not offer, for example, "This offer is not available to residents of Nevada or Utah".

See Also:

- ▶ [SOP: Creating a Social Media Promo Code](#)
- ▶ [SOP: Creating a Percentage Off Promotion](#)

- ▶ [SOP: Creating a Buy One Get One Promotion](#)