SOP: Advertising a Social Media Promo Code

1. Once you create a Social Media Promo Code, you'll receive a URL for a unique landing page that contains a list of eligible products for the promotion as well as the promotion details.

2. The landing page exclusively features your offers, so customers do not need to locate your offer in the Buy Box.

3. Share this landing page on social media or marketing channels such as paid search to direct customers and promote sales for your products.

4. Customers can add items to their cart directly from this landing page and the discount will automatically apply.

5. Once the promotion is scheduled, open the landing page link to confirm if the offer is live and the items are in stock.

6. Share this link with customers on social media.

7. As a best practice, communicate 'limited time only' or 'while supplies last' to notify your customers that the deal may sell out.

8. This feature is currently available in the US marketplace only.

See Also:

- [SOP: Creating a Social Media Promo Code](#) ↗
- [SOP: Editing a Social Media Promo Code](#) ↗
- [SOP: Cancelling a Social Media Promo Code](#) ↗
- [SOP: Duplicating an Existing Social Media Promo Code](#) ↗
- [SOP: Viewing Social Media Promo Code Costs and Performance](#) ↗