

SOP: Creating a Social Media Promo Code

1. In order to create a Social Media Promo Code, select “Manage Promotions” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
2. On the next page, under the “Create a Promotion” tab and the heading “Social Media Promo Code”, click the “Create” button.
3. On the next page, under “Step 1: Conditions”, select your “Product Selection” from the Drop-Down Menu alongside the “Purchased Items” field.
4. You can opt to create the new product selection for this Promotion by clicking the link to the right of the Drop-Down box that says, “Create a new product selection” and proceed to create the Product Selection for this Promotion as explained in the video in the previous section.
5. Put in your percentage off in the relevant box, noting that the minimum discount for this kind of promotion is 15%.
6. Under “Step 2: Scheduling”, select your Start and End Dates for your Promotion as well as the Start and End Times for each relevant aforementioned Date, noting that Amazon’s default time is four hours from when you are on Seller Central in PST to 11:59pm PST.
7. Type in your “Internal Description” in this field’s cell to assist you in identifying your Social Media Promo Code Promotion.
8. Under “Step 3: Additional Options”, decide whether you would like to share your Social Media Promo Code with Amazon Influencers and Associates by ticking the box specified, or deselecting the box if you wish not to.
9. Select which Redemption Option you would like from the three options available, namely “One unit in one checkout”, “Unlimited units in one checkout” or “Unlimited units in unlimited checkouts”.
10. You can then opt to customise your claim code as you would like in the next box, being sure to adhere to the 8-12 characters, including the numeric prefix.
11. The percentage you chose, in this example the 15%, is automatically appended to the front of each promo code and this cannot be edited.
12. Review the messaging for this Promotion and then click the “Review” button at the bottom of the page.
13. On the following page, review your Social Media Promo Code and, if happy, click the “Submit” button to complete the creation of your Social Media Promo Code Promotion.
14. If you are not happy, you can click the “Back” button to make the changes you would like to before clicking the “Review” button again and the “Submit” button to submit your promotion.

See Also:

- [SOP: Creating a Product Selection](#)
- [SOP: Creating Terms and Conditions](#)
- [SOP: Editing a Social Media Promo Code](#)
- [SOP: Cancelling a Social Media Promo Code](#)
- [SOP: Duplicating an Existing Social Media Promo Code](#)
- [SOP: Advertising a Social Media Promo Code](#)
- [SOP: Viewing Social Media Promo Code Costs and Performance](#)