



Coupon codes are smart, versatile, and amazingly handy for setting up automations that bring new customers in and loyal customers back. They can trigger any benefit you want to give. Try some of these ideas for making the most of coupon codes.



## REACH OUT OFFLINE TO GET NEW MEMBERS ONLINE WITH YOUR APP

Use your media channels to get a flood of new app downloads. Try putting a link to your app and a coupon code for a 25% discount on your Facebook page or in a newsletter or SMS message to your customers. You can also give out flyers at nearby schools or businesses that say “Get our app and a free drink!” When your new members enter the coupon code, tag them with the relevant segment for future promotions.



## BRING LOYAL MEMBERS BACK WITH STRATEGIC TARGETING

Use the same media channels to target the exact segments that you want to bring back. For example, send an SMS with a coupon code for 1 + 1 on your new collection to women only, or a greeting card to families for a holiday meal promotion, or 30% off sandals to anyone who bought shoes last summer.



## SET UP CROSS-CAMPAIGNS WITH OTHER BUSINESSES

Coupon codes make it easy to set up cross-referrals with other businesses to bring in customers and sales. Have companies in your area offer your app to their customers—or employees—in newsletters, flyers, SMS messages, or Facebook posts, with a coupon code for a freebie or dessert.