

Catalog SOP: Creating Promotion Terms and Conditions

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Who is this for? For individuals who are involved in planning and executing promotional campaigns. It provides a comprehensive set of terms and conditions, eligibility criteria, entry requirements, prizes, disclaimers, and other important aspects of the promotion.



Objective: To revise the default terms and condition and to establish clear and transparent guidelines for running promotional campaigns, ensuring legal compliance, protecting the interests of both the organization and the participants, and promoting a fair and equitable promotion.

Your task is to revise the default terms and conditions to provide clear guidelines and limitations for your promotions. It is advisable to write the terms and conditions in the language of the customer.

When creating multiple promotions for a single product, it is important to ensure they are set up in a way that allows them to work in conjunction with one another. Incorrect setup or execution can result in outcomes that do not align with the advertised terms and conditions.

Such outcomes could lead to customer complaints or unplanned costs if the customer benefits from the outcome. Customers are expected to adhere to the requirements specified in the terms and conditions, making it crucial to carefully consider the information you include and how you phrase it.

Before implementing, it is important to inform, brief details, and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

Promotions frequently include the following terms and conditions:

1. **Eligibility:** Clearly identify which products are eligible for the promotion, such as "All gardening tools priced at or below \$100."
2. **Exclusions:** List all products that are not eligible for the promotion, for example, "Excludes shovels."
3. **Returns and cancellations:** Establish your policies for refunds in the event of returns or cancellations, such as "No partial refunds available. We cannot cancel orders after they have been shipped."
4. **Purchase requirements and rules:** Specify additional details to clarify what is and is not included, such as "We do not count gift wrap, taxes, or shipping towards the minimum purchase amount to qualify for the promotion."
5. **Eligibility window:** State the specific dates and times that the offer is available, for example, "This offer ends at 11:59 p.m. Pacific time (PT), on Friday, December 23, 2020."
6. **Shipping eligibility:** Specify where you will or will not ship and what types of shipping are available, such as "This offer is not valid for residents of Nevada or Utah."