

# Catalog SOP: Advertising a Social Media Promo Code

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## Who is this for:

- This is designed for individuals or teams responsible for marketing and promotions within an organization.
- It is intended for use by social media managers, marketing managers, e-commerce managers, or any personnel involved in promoting offers through social media or marketing channels.



**Objective:** To effectively advertise a social media promo code to increase customer engagement and drive sales.

After creating a Social Media Promo Code, you'll receive a unique landing page URL containing a list of eligible products for the promotion and the details of the offer. The landing page showcases your offers exclusively, eliminating the need for customers to search for them in the Buy Box.

Use this landing page to direct customers to your offers via social media or marketing channels such as paid search, and drive product sales. Customers can easily add items to their cart from this landing page, and the discount will be applied automatically.

Once the promotion is scheduled, check the landing page link to ensure that the offer is active and items are in stock. Share this link with your social media followers to promote your offers.

It's a best practice to indicate "**limited time only**" or "**while supplies last**" to notify customers that the offer may sell out. Please note that this feature is currently only available in the US marketplace.

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