

# Catalog SOP: Duplicating an Existing Social Media Promo Code

03/17/2025 8:35 am CDT



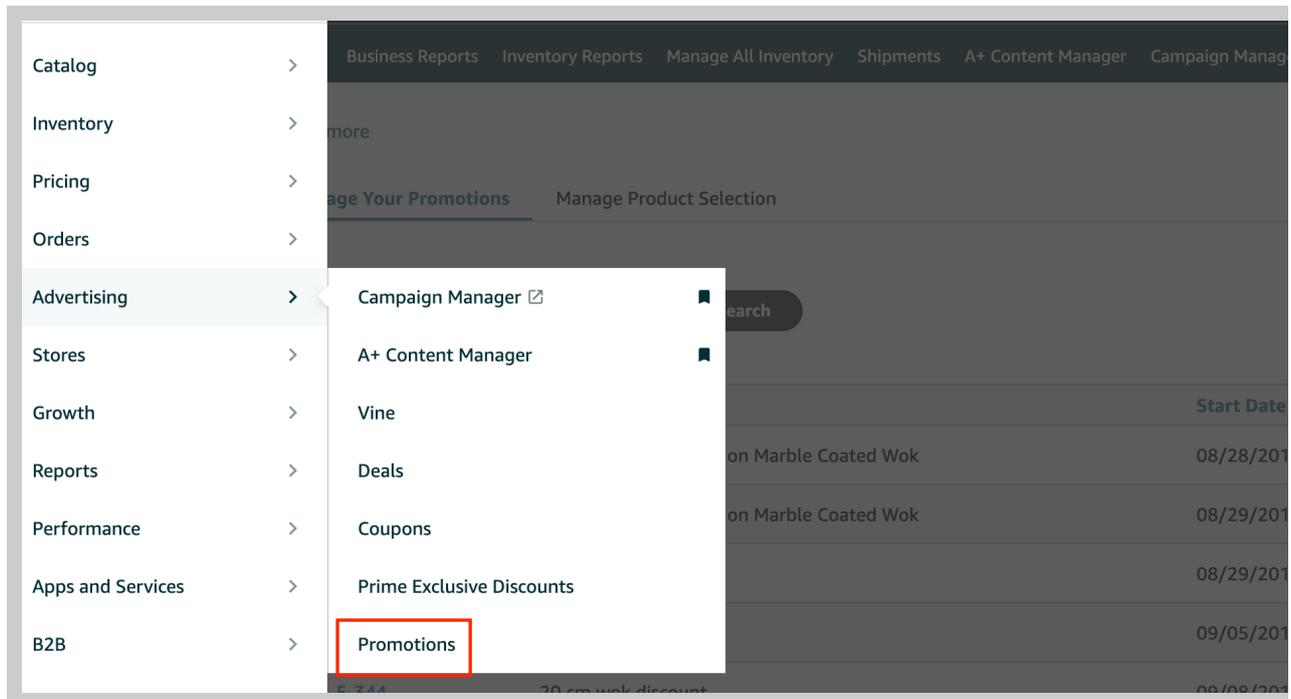
**Who is this for?** This SOP is intended for the marketing team or individuals responsible for managing social media promotions.



**Objective:** This SOP aims to provide clear instructions for duplicating successful social media promotions, ensuring consistency, efficiency, and maximum engagement with the target audience.

To duplicate a Social Media Promo Code, follow these steps:

1. Go to the "Advertising" tab on Seller Central's top menu and select "Promotions" from the Drop-Down Menu.



2. Under the "Manage your Promotions" tab, use the search option Drop-Down Menus to locate your Promotion.

**Promotions** [Learn more](#)

[Create a Promotion](#) [Manage Your Promotions](#) [Manage Product Selection](#)

**Search:**

Promotion Status

2 promotions

Tracking ID	Internal Description	Start Date	End Date	Actions
VPC-1-205648621 Coupon	Save 10% on US... VPC-1-205648621 Coupon	05/21/2023 12:00 AM PDT	06/16/2023 11:59 PM PDT	
Percentage Off 2022/10/11 roll on business cards	Organic roll on business cards	10/11/2022 4:00 PM PDT	06/30/2023 11:59 PM PDT	<input type="button" value="view"/>

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3. Once your Social Media Promo Code Promotion is displayed in the table, click the Tracking ID to view it.

**Promotions** [Learn more](#)

[Create a Promotion](#) [Manage Your Promotions](#) [Manage Product Selection](#)

**Search:**

Promotion Status

21 promotions

Tracking ID	Internal Description	Start Date	End Date	Actions
Money Off 2016/08/28 21-21-53-891	Promotional Discount on Marble Coated Wok	08/28/2016 7:00 PM PDT	08/29/2016 9:00 AM PDT	<input type="button" value="view"/> <input type="button" value="clone"/>
Money Off 2016/08/29 4-40-6-830	Promotional Discount on Marble Coated Wok	08/29/2016 3:00 AM PDT	08/29/2016 1:00 PM PDT	

4. You can also click the "View" button or select "Clone" from this button's Drop Down Menu.

**Promotions** [Learn more](#)

[Create a Promotion](#) [Manage Your Promotions](#) [Manage Product Selection](#)

**Search:**

Promotion Status

21 promotions

Tracking ID	Internal Description	Start Date	End Date	Actions
Money Off 2016/08/28 21-21-53-891	Promotional Discount on Marble Coated Wok	08/28/2016 7:00 PM PDT	08/29/2016 9:00 AM PDT	<input type="button" value="view"/> <input type="button" value="clone"/>
Money Off 2016/08/29 4-40-6-830	Promotional Discount on Marble Coated Wok	08/29/2016 3:00 AM PDT	08/29/2016 1:00 PM PDT	

5. On the Social Media Promo Code Promotion Page, click the "Duplicate this Promotion" button and edit the Promotion as needed.

amazon seller central | Search

Manage Orders | Fulfillment | Business Reports | Inventory Reports | Manage All Inventory | Shipments | A+ Content Manager | Campaign Manager | Account Health | Customer Engagement

**View Promotion**

[Manage Promotions](#) [Manage claim codes](#) [Duplicate this promotion](#) [View change history](#)

Step 1: Conditions

Buyer purchase | At least this quantity of items | 1

6. In "Step 2: Scheduling," remember to update the Tracking ID and Internal Description for the new Social Media Promo Code to avoid confusion with the original.

**⚠️ Creating multiple promotions on the same product group may result in customers combining promotions for significant discounts**

Please read [Claim Codes and Combinability](#) for more information.

**Step 2: Scheduling**

Start Date	<input type="text" value="05/24/2023"/>	<input type="text" value="11:00 AM"/>	PDT
End Date	<input type="text" value="05/24/2023"/>	<input type="text" value="11:59 PM"/>	PDT
Internal Description	<input type="text" value="Organic roll on business cards"/>		
Tracking ID	<input type="text" value="Tracking ID"/>		

**Step 3: Additional Options**

<a href="#">^ Claim Code</a>	<input type="radio"/> Single-use	<input checked="" type="radio"/> Group	<input type="radio"/> None
	<b>i</b> Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. <a href="#">Learn more</a>		
One redemption per customer	<input checked="" type="checkbox"/>		

7. After making the necessary edits, click the "Review" button and review the Promotion, then click "Submit" to submit the edited Social Media Promo Code Promotion.

discount.

**Terms and Conditions:**

- The promotion is valid for a limited time only. Amazon reserves the right to cancel it at any time.
- If you do not purchase the qualifying and Best Value items added to your Shopping Cart when the promotion is in effect, the discount will not apply.
- The promotion applies only to qualifying items displaying the offer message on their product information pages.
- The promotion applies only to products sold by the seller indicated in the offer message. It does not apply to the same products sold by other sellers. For example, if the promotion applies to cookware offered by Amazon.com, the same cookware offered by other sellers on the Amazon.com website (e.g. Macy's, etc.) do not qualify.
- Unless the promotion indicates otherwise, it applies to the lowest priced qualifying item and may not be combined with other offers.
- All qualifying and Best Value items must be purchased in one order and shipped to a single address.
- If you return any of the promotion items, we will subtract your Best Value discount from your return credit.
- Shipping and handling charges apply to all products, including Best Value items.
- Add-on Items require a minimum purchase. See [amazon.com/addon](https://amazon.com/addon) for details.
- This promotion may not be combined with other offers, including promotional certificates.
- Does not apply to orders placed with 1-Click.
- Offer good while supplies last.
- Void where prohibited.
- If you remove any of the promotion items from your Shopping Cart or violate any of the Terms and Conditions, the promotion will be invalid, and the discount will not apply.

8. Keep in mind that clicking "Manage Promotions" without clicking "Review" will cancel the duplicate promotion creation.