Catalog SOP: Editing a Percentage Off Promotion
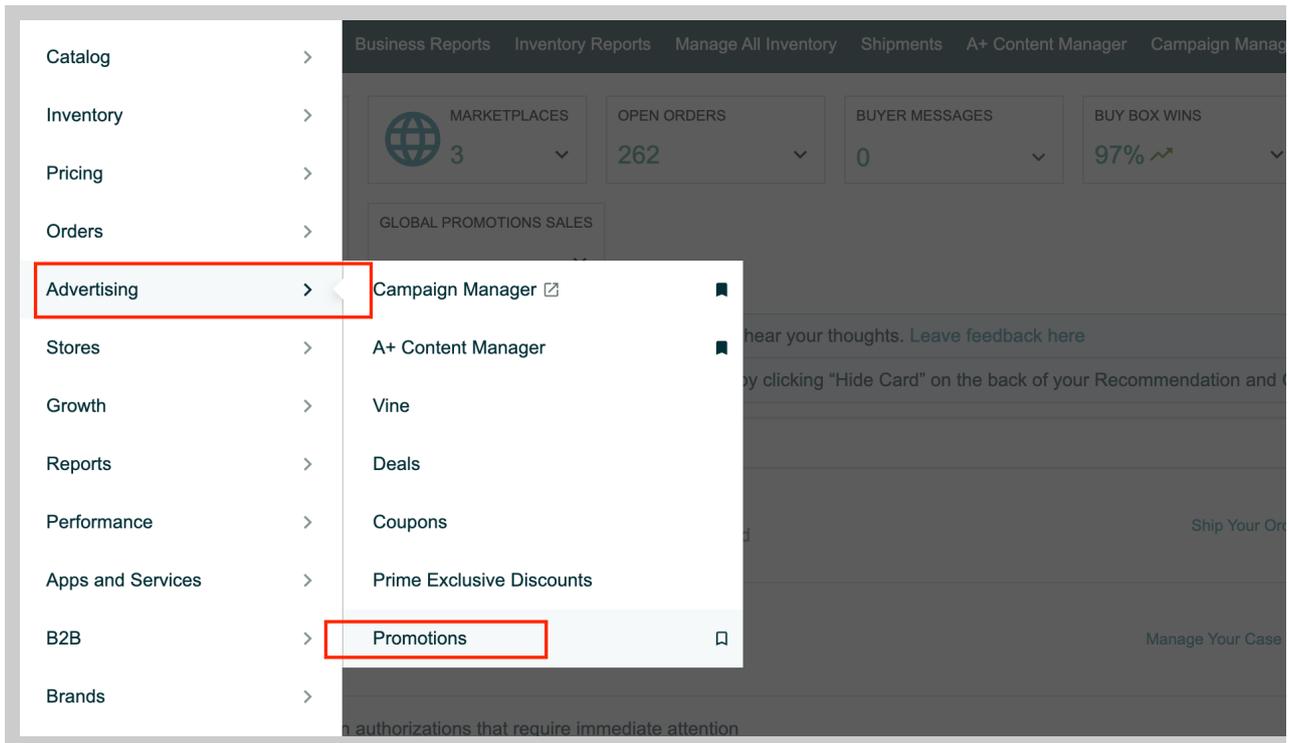
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> **Who is this for?** This is designed for individuals or teams responsible for managing promotional activities and sales on Amazon Seller Central. It is intended for use by marketing managers, e-commerce managers, or any personnel involved in creating and executing promotions to boost product visibility and customer engagement.

> **Objective:** This SOP aims to provide clear and concise steps in editing a promotion in order to ensure accuracy, relevance, and effectiveness in conveying the intended message to the target audience.

Unless there is a critical cause, it is important to communicate, and get client's approval before implementing edits. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

1. To make changes to a Percentage Off Promotion, go to the "Advertising" tab in Seller Central and select "Manage Promotions" from the Drop-Down Menu.

2. Use the search option Drop-Down Menus at the top of the "Manage your Promotions" page to find your Promotion.
3. Click on the Tracking ID of your Percentage Off Promotion to open it up or click the "View" button to the right of the Promotion you want to edit.

4. Once you're on the Promotion page, click the "Edit this Promotion" button and make the necessary changes.

5. After making the edits, click the "Review" button, double-check your Promotion, and then click the "Submit" button to finalize the changes.