



Checklist 12 - Posting Discounts And Coupons

Project Name: _____

Date: _____

Yes No

Discounts and giveaways are the most used tactics nowadays by Instagram marketers and bloggers. To enhance your marketing skills and to get more traffic on your account, you have to be wise enough to use coupons and discounts to increase your brand's sales. This will boost the engagement rate on your profile, and your Instagram will become more active. People will get interested and will invest more in your brand. You have to be more aware of the way you distribute coupons and discounts and the dates you'll be posting them. Here are some steps that can be taken to do so:

Posting on Specific Date:

1

You can link your discount coupons to some specific date or event that will increase their value.

2

Posting your coupons and discount vouchers on some special events like your brand's anniversary or mother's day attract the attention of a lot of audiences, and they become willing to purchase what you have to sell.

Using Gifs:

3

Try adding your promotional code in the form of a gif instead of using a static image.

4

Posting discounts in this way will help in attracting traffic of the audience that will love to invest in your brand, and your sales will increase.

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Campaigning Through Videos:

- 5 If you have enough resources to make a video about your discount coupons and giveaways, do it as soon as possible.
- 6 Videos about your brand and products made by your employees will give the audience an idea about your product, and it will direct them to your website.
- 7 Include the qualities of your product in videos to encourage the customers to buy it.

Post on Instagram Stories:

- 8 You can make use of Instagram stories and add your discount coupons to them.
- 9 Encourage your followers to avail of the discounts within 24 hours as stories disappear after 24 hours.

Run Paid Ads:

- 10 If you are looking for simple ways to post coupons and discounts, you can pay Instagram to help you.
- 11 This way, Instagram will post ads about your discount voucher, and it will drive traffic of the audience to your brand.

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Paid Ads will help you in promoting your discounts and coupons to other users, and they'll be posted in no time.

Use Discount Hashtag:

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Whenever you post something about your product on discount, try using hashtags displaying discounts to the audience.

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A unique discount hashtag can be reposted by the users also, which makes it easy to spread to the world.

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Discount hashtag needs to be specific and easily perceivable, showing the actual discount available on the product.

Improve The Target:

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To post the best discounts and have them availed by the audience, you can start by using a strong target.

17

An engaging target is a good way to go as it will help you sell your product in less time.

18

Other way to post your discounts is in the form of the contest which can give you a lot of leads as well.

Notes