HOW TO GROW YOUR WOOCOMMERCE STORE WITH COUPONS

Brought to you by:

Run Amazing New Types of Coupon Promotions That You Can't Otherwise Do With Standard WooCommerce Coupons.

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How smart marketers use coupons differently

So you're interested in coupon marketing for your WooCommerce store… congrats! You're one smart marketer!

And being a smart marketer you know that people like us use coupons a little bit differently from other people.

Here's what most people do when they try to market their WooCommerce store with coupons:

1. Create a 10% off coupon
2. Email it to some people
3. Facebook it to some people
4. Wonder why coupons don't work

They just don't get it.

Coupon marketing these days is WAY more than just sending out a code.

I believe that smart marketers use coupons differently in two ways:

1. Personalization
2. Automation

Personalization

When we talk about personalizing these days it's more than just starting your emails with a "Hi {{ subscriber.first_name }},"

It's more about personalizing the offer based on the activities of the subscriber.

Coupons that have a broad appeal will have a matching low conversion rate because it is not going to be an excellent fit for everyone that receives it.

> *"Coupons that are personalized to a subscriber's activities will have a much higher conversion rate."*

But coupons that are personalized offers based on your subscriber's activities will have a much higher conversion rate because they are receiving something that is very valuable and related to them.

Automation

Automation is playing a HUGE role in how WooCommerce stores are scaling up. When you look at implementing personalization seriously in your coupon marketing, you'll find that doing it without automation is impossible.

> *"Surprising and delighting your customer is done with automation."*

Doing things like adding surprise coupons to the cart, automatic deal coupons based on what someone has purchased in the past, sending cross-sell emails when someone purchases something… these are all impossible without some form of automation.

And I'm talking about automation across the board on both your website itself and also in your email marketing tools.

Surprising and delighting your customer is done with automation.

3x hot deals you can implement NOW to increase sales permanently

This guide is going to be VERY practical in nature.

First up we're going to discuss 3 of the hottest deals you can implement into your WooCommerce store TODAY that will permanently increase your sales.

The deals I'll talk about in this section are not the only ones that can get good results, but they do follow the pattern of both personalization and automation which makes them very effective.

1. The Best Welcome Campaign

The first campaign I want to discuss is an improvement on the typical "welcome, here's a 10% coupon"... *snoooore* campaign.

Everyone is doing a 10% off coupon as their welcome campaign and it's dead boring because consumers have seen it so much that it's no longer effective.

Here's my new spin on the welcome campaign that you can use to great effect.

Go into your sales history and pull back a report from the last 3 months to see what your most popular products are by sales.

Don't have that much data? Go back further, do 6 months or a year. Don't have ANY data? Just make a list of what you think your most popular will be.

When you get someone on your list, send them a normal welcome email thanking them for subscribing as usual.

But 1 day later, send them a list of your best selling products along with a 10% coupon for their first purchase.

Bonus points if the email is pretty, tells a story, or does something else to pique their interest.

This serves multiple purposes:

1. It shows you have other people buying (social proof)
2. It shows that you care about what products are going to be useful to them
3. It gives them a starting point

2. The Auto Cross-sell Campaign

Cross-sells are a great way to increase the relevancy of your offers.

The auto cross-sell campaign seeks to deliver a cross-sell triggered by the specific action of the customer.

You'll need an email marketing tool capable of recognizing when someone has purchased a particular product. Most modern tools do

this, but some do it better than others. It's usually called something like "automation workflows".

Think of two products that are related, but may not necessarily be bought together. It's best if buying the first product would lead the customer to eventually realizing they need to buy the second product.

A great example of this is if someone purchases a laptop, to then sell them a backup software and an external hard drive to store the backups. You can frame it as an educational piece so that you are doing them a favor by introducing them to this offer.

Another example would be if someone purchased a coffee pod machine to then send them a deal to get a sample basket of different kinds of coffee pods.

Personalized cross-sell campaigns convert at a much higher rate than broad % off offers and the best thing about this kind of campaign is that you can rinse and repeat and create 10's or 100's of these automated cross-sell campaigns.

3. The Shipping Surprise Campaign

Shipping is the best kind of discount.

If you really want to increase your conversion rate at the shopping cart, having shipping discounts is a great way to get someone's attention and get them over the line.

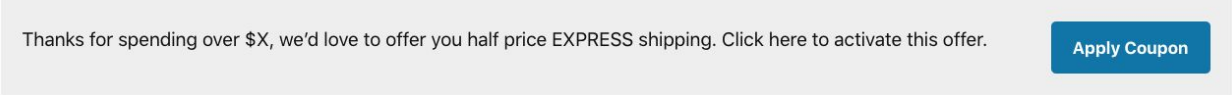
Shipping discounts are quite underrated. Sure, lots of stores offer things like free shipping over $X amount.

But what else can you do to surprise and delight your customers with shipping?

One of my favorites is an express shipping surprise. You can implement an automatically applied coupon that gets activated over a certain $X amount.

But, instead of just giving them free shipping (usually executed at the slowest speed), the coupon applies a 50% discount on your express shipping option. This means your customer can choose to get it *faster* but at a discount.

A great way to introduce this is to show a message saying “Thanks for spending over $X, we’d love to offer you half price EXPRESS shipping. Click here to activate this offer.” and have a button to apply the coupon to the cart.



How to get 4-10x sales on your next once-off coupon campaign

Introducing the **4-day cash machine** – or **4DCM** for short.

Frank Kern, an internet marketing guru, well-known for his product launch formula, can be credited with the formula for the 4DCM.

It's a tool you can use every once in a while when you have something big you want to *sell the pants off*.

I was introduced to the 4DCM method via a business friend and we used it together just prior to a conference event we were hoping to attend in order to raise capital to pay for booth and attendance costs (it was quite a big bill!).

It worked like a charm and I've used the formula a number of times since to great effect.

Let's go through the potential upsides and downsides of using a 4-day cash machine for your promotion.

Potential Downsides

A 4DCM is exactly what it sounds like, you pepper your audience over 4 consecutive days with a particular offer presented in a very specific way.

Receiving 4 emails from you over 4 consecutive days might be a bit confronting for some of your subscribers. *But that is also part of its power*.

You might be thinking, isn't that spamming? Well, it's not spamming because they've asked to be on your list and I'm assuming you've confirmed them as subscribers.

But there's a reason why I only suggest doing this every once in a while. It can piss some people off.

During the process, expect your list to be cleaned of uninterested subscribers. 4DCM's have the happy side effect of potentially cleaning about 1-5% of your email list in the form of unsubscribes.

The silver lining? You no longer have to pay upkeep to your email marketing software for keeping those subscribers that weren't even going to buy anyway.

Potential Upsides

Now let's talk about the potential up-side of the 4DCM process.

The result is almost certainly a **MASSIVE** influx of cash.

4-10x the normal response rates on coupon campaigns are not unusual, especially if you are launching a new product.

4DCM: What it is and when to use it

To sum up, 4DCM's are an aggressive marketing tactic that gets results by sending your opt-ed in subscribers a sequence of 4 very specific timed emails.

There's no doubt about their huge potential upside. But it's also likely you will see some unsubscribes from uninterested people.

You use a 4DCM for special occasions. It's not something you should use all the time, but a tool to be kept in reserve when you want to make a special impact and really grow your revenue *fast*.

In the end, your 4DCM, if executed properly, will probably be the most effective campaign you'll ever run.

Now let's talk about the emails because there's a very specific way to do them.

Day #1 – "Thank You"

The first day's email is all about presenting the offer nice and hard. You then thank them for something specific and explain why you're doing this.

The formula is this:

{{ Subject: Thank You }}
{{ Greeting }}
{{ Deal Information }}
{{ CTA }}
{{ The Big Why and Thank You }}
{{ CTA }}
{{ Bonuses }}
{{ Recap offer }}
{{ CTA }}
{{ Sign off }}
{{ PS. End date & CTA }}

Here's an example template that you can use to fill in the blanks:

```
SUBJECT: {{ subscriber.first_name }} - THANK YOU!

Hi {{ subscriber.first_name }},

Until midnight on {{ date }} you can get {{ special
offer }} for {{ special unbelievable price }}.

How to claim offer:
```

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

We're holding this special offer to say "THANK YOU" to all our subscribers {{ and optional other reason... Keep it short. }}

Here's where you can claim this offer:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

But wait… there are bonuses!

If {{ special offer }} at {{ special unbelievable price }} isn't enough, we have a few extra goodies for you if you claim this offer now.

{{ Bonus #1 }}

{{ Bonus #2 }}

{{ Bonus #3 }}

{{ Bonus #4 }}

{{ Bonus #5 }}

Wow!

```
That’s a lot of extras right there... and you get them
all FREE when you get {{ special offer }} for {{
special unbelievable price }}.

Go here to claim this offer now:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

Talk soon,
{{ Your name }}

PS. This offer ends strictly midnight {{ date }}.

If you’d like to get the {{ special offer }} for {{
special unbelievable price }} go here now:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}
```

A note about the bonuses… you don’t *have* to include bonuses but I highly recommend you think about what you could throw into the mix for “free”.

Bonuses make the offer 10x stronger and you’ll get better results. Do you need to include 5? No, any number of bonuses will do. The more bonuses you put in though, the more the customer will feel they are getting for their money and that can help get any fence-sitters over the line.

Day #2 – "About Yesterday …" or "Time is running out!"

The second email is shorter and it's a reminder specifically about the deadline for the deal.

Here's the formula:

{{ Subject: Time Is Running Out }}
{{ Greeting }}
{{ Reminder about yesterday's email and Thank You }}
{{ Recap offer }}
{{ CTA }}
{{ The Big Why and Thank You }}
{{ Bonuses }}
{{ Recap offer }}
{{ CTA }}
{{ Sign off }}
{{ PS. End date }}

Here's an example template that you can use to fill in the blanks:

```
SUBJECT: Time is running out {{ subscriber.first_name
}}...

Hi {{ subscriber.first_name }},

I wrote to you yesterday to tell you about the
incredible {{ special offer }}, as my way of saying
"THANK YOU" for {{ reason }}.
```

... and I just wanted to make sure you saw the email.

This is a limited time offer that ends strictly midnight {{ date }}.

Here’s where you can claim the deal:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

And if {{ special offer }} at {{ special unbelievable price }} isn’t enough, we have a few extra goodies for you if you claim this offer now.

{{ Bonus #1 }}

{{ Bonus #2 }}

{{ Bonus #3 }}

{{ Bonus #4 }}

{{ Bonus #5 }}

Wow!

That’s a lot of extras right there... and you get them all FREE when you get {{ special offer }} for {{ special unbelievable price }}.

Go here to claim this offer now:

```
Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

Talk soon,
{{ Your name }}

PS. This offer ends strictly midnight {{ date }}.
```

Day #3 – "Reminder"

The second to last email is another reminder email. It's your mid-way push to tell them they only have 1 more day and to motivate them to take action.

Here is where I like to change things up a little bit from the way people normally implement the 4-day cash machine sequence and apply some pressure.

It's a 4-day sales extravaganza and you have to make sure you are hitting them hard on each of the 4 days so what I propose you do is use another urgency trigger, something that introduces fear of loss into the equation. Have a read of the sample email below.

Here's the formula:

{{ Subject: X more left… don't miss out }}
{{ Greeting }}
{{ Recap offer }}
{{ Urgency trigger }}
{{ CTA }}
{{ The Big Why and Thank You }}
{{ Bonuses }}
{{ Recap offer }}
{{ Urgency trigger }}
{{ CTA }}
{{ Sign off }}
{{ PS. End date and urgency trigger }}

Here's an example template that you can use to fill in the blanks:

```
SUBJECT: Only {{ number }} left {{
subscriber.first_name }}...

Hi {{ subscriber.first_name }},

What an amazing response from you all regarding our
incredible {{ special offer }}. If you're just tuning
in, we're doing a 4-day limited offer as my way of
saying "THANK YOU" for {{ reason }}.

You can get {{ special offer }} for {{ special
unbelievable price }}. But you'll have to be quick now
because there's only {{ number }} left!
```

Here’s where you can snag one of the last ones:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

This is a limited time offer that ends strictly midnight {{ date }}.

And if {{ special offer }} at {{ special unbelievable price }} isn’t enough, we have a few extra goodies for you if you claim this offer now.

{{ Bonus #1 }}

{{ Bonus #2 }}

{{ Bonus #3 }}

{{ Bonus #4 }}

{{ Bonus #5 }}

Wow!

That’s a lot of extras right there... and you get them all FREE when you get {{ special offer }} for {{ special unbelievable price }}.

Go here to claim this offer now:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}

```
Claim Link: {{ CTA link/button }}

Talk soon,
{{ Your name }}

PS. This offer ends strictly midnight {{ date }} and
once they're gone, they're gone!
```

Day #4 – "FINAL NOTICE"

Now we bring out the big guns! The words "final notice" strike through people's email inboxes like a hot knife through butter.

People don't want to miss something important like a final notice so your open rate on this one will be big. And that is great because it's our last-ditch effort to get people over the line, thank them once again and score all those last-minute sales.

The fourth day is where it all happens and it will likely be your biggest day in the campaign.

Here's the formula:

{{ Subject: FINAL NOTICE }}
{{ Greeting }}
{{ Urgency trigger }}
{{ CTA }}
{{ The Big Why and Thank You }}
{{ Bonuses }}
{{ Recap offer }}

{{ CTA }}
{{ Urgency trigger }}
{{ Sign off }}
{{ PS. End date and urgency trigger }}

Here's an example template that you can use to fill in the blanks:

```
SUBJECT: FINAL NOTICE

Hi {{ subscriber.first_name }},

The {{ special offer }} for {{ special unbelievable
price }} ends *tonight*.

Here's how you claim the deal:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

I'd like to extend a huge personal thank you to all
our subscribers who purchased the deal. It's going to
be great getting to know you all over the coming
weeks!

If you are hoping to grab one of the last {{ special
offer }} at {{ special unbelievable price }} we still
have a few extra goodies for you if you claim this
offer BEFORE MIDNIGHT TONIGHT.

{{ Bonus #1 }}
```

{{ Bonus #2 }}

{{ Bonus #3 }}

{{ Bonus #4 }}

{{ Bonus #5 }}

Wow!

That’s a lot of extras right there... and you get them all FREE when you get {{ special offer }} for {{ special unbelievable price }}.

Go here to claim this offer now:

Your Coupon Code: {{ Coupon Code }}
Expires: Midnight {{ date }}
Claim Link: {{ CTA link/button }}

Talk soon,
{{ Your name }}

PS. Remember this offer ends strictly MIDNIGHT TONIGHT. There are no rainchecks and once they’re gone, they’re gone!

Now you’re really applying the final pressure. You want to make 100% clear that once it's done, it's done.

(Optional) Post-Credit Scenes

I'm going to tell you about an add-on to this strategy which I've seen used to get a extra sales on top of the already successful 4DCM campaign.

I don't know if it has a proper name, but I call it the "post-credit scene". It's like when you stay back at the movies to see if that was all there was. There's always some people who linger.

What you can do is wait 1 week, then re-email the list of non-purchasers with the offer again as a 24-hour last chance "we opened it back up because people were asking and we're feeling nice" type of thing.

I have done this once and there was a good amount of sales due to it, but it didn't feel very nice to me because I'd already put so much pressure on the people in the 4-day sequence. So while I haven't done it again to my lists I have seen other companies do it to great effect. Sometimes bringing in as much as 15-20% in sales on top of what they already had. Not bad for 1 more email!

The tools you need to run these deals in your WooCommerce store

If you've been reading all the way so far your head is probably spinning with ideas. You might have already started planning your next coupon campaign!

Coupon marketing is one of the simplest ways you can scale up your WooCommerce store and build revenue.

You'll find a lot of people spouting rubbish about micro social media influencers and other such tactics that are hot right now, but *coupons* are a marketing tool that has been around for DECADES. It's proven. It works.

So now that you're ready to dominate with coupons, what tools do you need?

Well, I believe there are only TWO tools you really need to get this going.

1. A Modern Email Marketing Tool

Email remains the MOST effective way to market to your customers and potential customers.

If you want to execute coupon marketing you need to be able to communicate and there have been a LOT of advances in email marketing over the last half of the decade.

There are two things that I think defines a modern email marketing tool:

1. The ability to define “automatic” campaigns – that is, campaigns that are drip-fed to customers
2. Smart “workflows” that let you trigger things based on customer actions. Eg. Subscribe someone to a campaign if they bought X product

2. Advanced Coupons for WooCommerce

Lastly, in order to execute your coupon deals, you will need a tool that gives you the correct extra functionality in WooCommerce.

WooCommerce’s coupons features are woefully underpowered and that is what Advanced Coupons plugin fixes.

Here’s what you can do once you have Advanced Coupons:

- BOGO deals
- Add products on coupon apply
- Loyalty program
- Check cart conditions on applying
- Better scheduling
- Auto apply coupons
- Apply coupons via a link

- Shipping coupons
- Categorize your coupons
- Stop coupons working with other specific coupons
- … And more!

We hope you enjoyed this ebook!

It was brought to you by the folks at Advanced Coupons.

The Swiss Army Knife Of WooCommerce Coupon Plugins
Execute new & interesting coupon deals like never before.
Advanced Coupons adds all the features you need to succeed.

- ✔ BOGO Deals With Products Or Categories
- ✔ Add Products With A Coupon
- ✔ Loyalty Program With Redeemable Coupons
- ✔ Cart Conditions For Coupons
- ✔ Schedule Start/End Date
- ✔ Auto Apply Coupons
- ✔ Apply Coupons With A URL
- ✔ Discount Shipping Costs Via Coupon

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Advanced Coupons is a premium plugin, but for most WooCommerce stores, it will pay for itself with just a couple of extra sales.

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