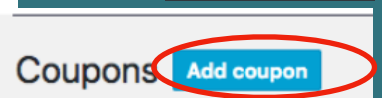
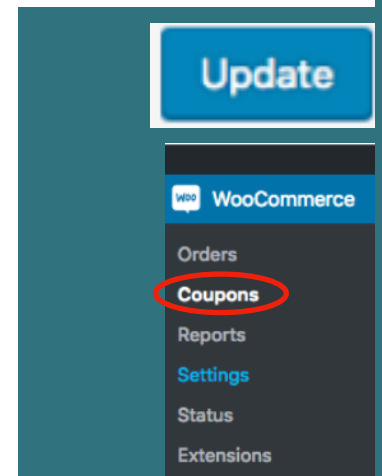
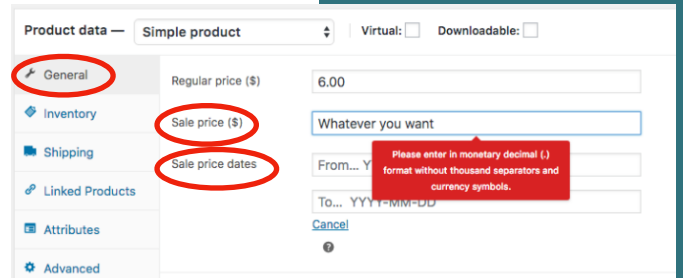
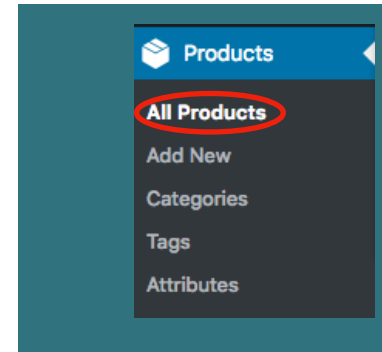


Coupons & Discounts

//01

Discounting Products

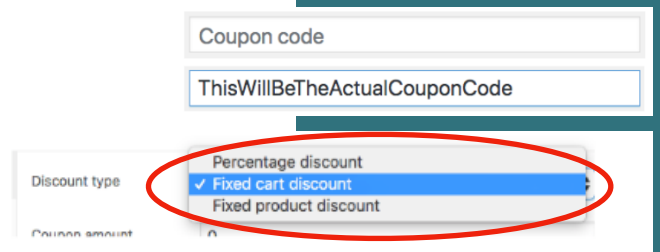
1. In left hand sidebar, select “Products”—>”All Products”
2. Find the product you wish to discount and click “edit”. (each product requires individual discounting and can’t be done across all products)
3. In the Product Data section, in the General tab, enter the “Sale Price” in the box to the right.
4. You can also select a date range for the discount to be active and automatically stop, by entering the time period you wish to run the discount, in the “Sale’s Price Dates” option.
5. Be sure to select “Update” in the top right hand sidebar when you are done.



//02

Creating Coupon Codes

1. Click on “WooCommerce” in the left hand sidebar, select “Coupons”.
2. Select “Add Coupon”.
3. In the “Coupon Code” box, create the code you wish for your customers to use, in order to receive the discount.
4. In the “Discount Type” select from the drop down options to define what kind of coupon this will be.



Coupons & Discounts ⁽²⁾

//02 (cont.)

Creating Coupon Codes (cont.)

5. You can also select an expiration date for the coupon.
6. Under the “Usage Restriction” tab, select any restrictions that are applicable for this coupon.
7. You can also specify usage limits to cover a certain number of uses for the coupon. (ie: you may want to offer a 25% coupon to the next 10 customers who order; in this case you would put 10 in the “Usage Limit Per Coupon” box) If you choose not to specify usage limits, it will default to Unlimited.
8. Finally, in the top right sidebar, select “Publish”.

The screenshot shows the 'Coupon data' settings in WooCommerce. A red circle highlights the 'Coupon expiry date' field, which is set to 'YYYY-MM-DD'. Another red circle highlights the 'Usage restriction' tab in the left sidebar. Below this, the 'Usage limit per coupon' and 'Usage limit per user' fields are both set to 'Unlimited usage'. A red circle also highlights the 'Publish' button in the bottom right corner.