Agency Quick Guide:
The Deals Your Clients Want To Run In WooCommerce

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ADVANCED COUPONS

The WooCommerce extension that adds
advanced features to your coupons.

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"WELCOME10"

A basic coupon deal that promises a 10% discount for their first order in exchange for their email address.

Target: New visitors only

Discount Type: Percentage based (usually 10%)

Motivation: To get people onto your email list

Display Options:

- Delayed lightbox popup (6 sec delay)
- Exit Intent lightbox popup
- Exit Intent full screen takeover
- Welcome gate

The welcome coupon is a great place for us to start on our list. It's a tried and tested marketing tool and when done correctly can have a great impact on email collection.

The idea is that you give a 10% discount on their first order in exchange for getting their email address. Since most people will visit your store and then bounce it is a fantastic way to secure more emails for remarketing later.

Most people pair it with a newsletter offer – "sign up for our newsletter and get 10% off your first order" – but you don't have to do that, it can be a straight offer for the coupon in exchange for their email address.

My suggestion: Pair it with an automated email sequence in Drip or similar email marketing tool.

Using a post-signup email sequence will let you do a number of things:

1. Provide the discount code immediately
2. Educate people about your store and your products (education email/s)
3. Provide stories and testimonials of other customers (social proof email/s)
4. Remind them about the welcome coupon if they haven't used it yet

Education and social proof are important for increasing trust and familiarity with you and your brand.

Many people, despite deliberately signing up for it, will not use the welcome coupon straight away. Follow up your educational and social proof emails with a reminder email about their welcome coupon. It will come at a time where they are now familiar with you and your brand and they'll be more likely to use it.

Make sure this sequence and reminder emails only go to customers who haven't used the coupon yet – this is easy to do in tools like Drip.

Free Shipping Offer

A coupon that grants the customer free shipping for their next order.

Target: Existing customers (can be used for new customers as well)

Discount Type: Free shipping

Motivation: To increase orders

Display Options:

- Via targeted email blast
- Popup offer during cart
- Automatically applied cart deal
- Sidebar while shopping

There's very few offers that are as motivating as a good free shipping offer to customers.

Shipping costs are one of the things that people will actually add stuff to cart and then go all the way through to your checkout just to see what they are. If you can take that off the table, then it's removing a potential objection before it even comes into their mind.

The motivation for the store owner is to increase sales numbers either temporarily or as a permanent arrangement.

You can work free shipping into your offers in multiple ways.

If you want to run this as a temporary offer to spur customers along, then it's easily done as a an email blast promoting your coupon code coupled with an expiry date.

If you want to personalise the offer you could add it to your post-purchase email sequence. Think about the typical purchase cycle of your customers and time the email to go out just prior to when they would typically make another order (it helps if you have data to back this up). This will make it the most effective.

Another option is to make it a permanent deal that is triggered automatically based on the customer's cart content.

You can do this in our plugin [Advanced Coupons for WooCommerce](#).

Buy One Get One (BOGO)

When a customer buys a certain quantity of Product A, they get a Product B for free (or at a discount).

Target: All customers

Discount Type: Conditional product offer

Motivation: To increase orders for a certain product and/or introduce customers to a new product.

Display Options:

- Email blast
- Popup offer
- Standing offer on product page

Buy One Get One (BOGO) offers will sounds quite familiar; that's because it's one of the most popular formats to use when putting together an offer.

Buying a certain quantity of a product to get another product for free or for cheap is very enticing to customers.

Store owners tend to use BOGO offers for a couple of reasons:

1. To boost sales in general with a great offer
2. To introduce the customer to a new product at no cost in hope of them purchasing it separately

In [Advanced Coupons](#) you can run BOGO deals using coupons and even have them auto-apply if the customer makes the threshold in their cart.

Free Products

Conditionally giving away free products when another product is present in the cart.

Target: All customers

Discount Type: Conditional product offer

Motivation: Introducing customers to new products in the store at no cost

Display Options:

- Email blast
- Popup offer
- Standing offer on product page

Free product giveaways are generally framed as a "bonus" for completing some action.

You could use it to give a free product for all orders over a certain threshold. Or you could give away a free product if the customer is buying another specific product or a product from a certain category.

Another idea is to use it for giving away free product samples.

You can also restrict access to this free product to only those who enter a certain coupon code.

Free products can be very powerful especially because you've already earned the sale and you just need to provide the free product at cost in their package.

Using the apply conditions and free product tools in [Advanced Coupons](#) this is extremely easy to achieve.

Flash Sales

A flash sale is used to motivate users based on a certain time period. The time pressure creates urgency which gets them to take action or fear missing out.

Target: All customers

Discount Type: Timed offer

Motivation: To encourage your customer to take action quickly on a special offer or deal.

Display Options:

- Email blast
- Popup offers
- Social media

If you're running an amazing deal and you want to get the most customers taking action then consider using a flash sale to restrict the timing of the offer.

A timed offer means that the customer only has a small window of opportunity to take advantage of the deal.

This fear of missing out is a huge motivator and you will experience an amazing rush of customers for that period.

Very useful for holiday periods, special days (Black Friday/Cyber Monday) or just for boosting sales in a certain low period.

You can restrict the time period a coupon is available for in our [Advanced Coupons](#) plugin by setting a schedule. This will make the coupon active only for the period you are advertising. Just remember that it's based on your store's timezone, so adjust your email blasts accordingly!

Threshold Offer

A way to increase the average order size on your site. Threshold offers encourage customers to add more to their cart to unlock a discount of some sort.

Target: All customers

Discount Type: Discount offer

Motivation: To encourage your customer to buy more during their order

Display Options:

- In-cart messages
- Sidebar

One of the best ways to increase revenue is to look at figures like your average order value (AOV). This tells you the revenue you make, on average, from customers per order.

Focusing on boosting your AOV can do wonders for your bottom line and that's what this promotion type is all about.

Threshold offers are designed to inch the AOV higher and higher.

They works especially great if you can find a way to highlight the promotion in and around the cart page when the customer goes to review their order.

Making it seems like a game where they can "unlock" the next promotion level is a great way to incentivize.

In the [Advanced Coupons](#) plugin you can set the exact conditions you want before the coupon is allowed to be applied. There's options for cart subtotal, having

certain products in the cart (with certain quantities) and more so you can really get creative about the threshold offers you put together.

Customer Groups

Targeting specific customer groups helps you craft deals that are highly relevant and therefore more likely to gain traction.

Target: Specific customer roles

Discount Type: Any

Motivation: Increase offer relevance and therefore take up rate

Display Options:

- Targeted email blasts
- Popup offers
- In-cart messages

Hyper focusing on certain customer groups is a great way to increase the relevancy of your offers.

It helps to imagine how an offer might apply to retail customers vs. wholesale customers for example. These two groups might buy the same products but for different reasons and in different quantities.

You can see how tailoring a deal to wholesale customers might be different. Buy One Get One deals probably won't work very well for wholesale customers. But a threshold offer might just get them ordering more.

You can also separate people based on their persona as well. If you run a store that caters for multiple types of customers, consider how this might affect the deals you run. Could you run one for each group perhaps?

Another great way to segment customer groups is by looking at customer who have previously bought before vs. new customers. Again, these groups buy the same products but with different motivations.

The Upsell

Capture more revenue from customers by upselling what they're likely to need next with a discount.

Target: Any customer

Discount Type: Discount percentage

Motivation: To encourage your customer to buy more during their order

Display Options:

- In-cart messages
- Popup offers

Did you ever have that feeling that a company was guessing what you wanted next without you telling them? That's upselling.

You don't have to look far for examples. Amazon is one that has mastered the method of getting you to buy the next thing and the next thing.

So how do you implement this with a coupon? What's the trick in pulling off this deal?

Setting the apply pre-conditions – determining when the coupon is allowed to be applied – lets you get really specific about when to provide the upsells.

The second trick is to turn on auto-apply. This makes the system check for the pre-conditions and automatically add the coupon when those conditions are matched. Boom – automatic upsells.

These are part of the advanced features in [Advanced Coupons for WooCommerce](#).

The Product Bundle

Apply a discount when a certain sequence of products is in the cart.

Target: Any customer

Discount Type: Discount percentage

Motivation: Selling more of related products together

Display Options:

- On product pages
- In-cart messages

There's a million and one ways to do upsells but one of the most common is by using bundles.

Bundles are where you group a number of like products together and offer a discount when purchased together.

A great way to achieve the bundle pricing is with a coupon code that applies only when the required products are in the cart.

You can even choose to apply bundle pricing when a product from each category is in the cart.

This power and more is achievable via the condition checking in [Advanced Coupons](#).

Cart Abandonment

Save more shopping carts from abandonment with a quick coupon discount for their order.

Target: New customers

Discount Type: Discount percentage

Motivation: Selling more of related products together

Display Options:

- On product pages
- In-cart messages

What's worse than not getting an order? Not getting an order that could have been easily saved.

Sometimes people just need a sweetener and that's what cart abandonment coupons are all about.

There's a million and one systems out there for detecting cart abandonment, even email systems like Drip, Campaign Monitor and Mailchimp have built in systems for them now, but just engaging with those people might not be enough.

To get the maximum number of abandoned carts rescued a coupon can be used to sweeten the deal and get it over the line.

Giving away a % of a cart's value in exchange for coming back and completing the order might sound like it's unnecessary but in reality you wouldn't have had that order at all. It's a small price to pay to get the order.

My 2 biggest tips for making the most of cart abandonment recovery coupons are:

1. Only apply this coupon for new customers, not existing customers – new customers are hard to acquire and therefore more valuable if you can rescue them.
2. 5-15% is all you need to give away – it's not really about the discount, it's just a carrot to get them back.

Affiliate Deals

Create unique coupons for your big affiliates to solidify the relationship and increase the throughput even further.

Target: New customers

Discount Type: Discount percentage

Motivation: Better affiliate performance

Display Options:

- Affiliate's website
- Affiliate's email campaigns

If you haven't explored affiliate marketing for your store then you could be missing a huge opportunity.

Running an affiliate program can be a very rewarding experience and a very profitable one too.

If you aren't across what affiliate marketing is all about, the cliffnotes version is that you partner with affiliate marketers (usually bloggers, other business owners, and people with big audiences) and give them a percentage of the revenue from any sales that they refer.

The percentage of the sale that is passed on to the affiliate varies greatly but is typically in the 10-50% range.

From the customer's perspective though, they don't know any different.

Creating unique coupons for your biggest affiliates can help give the customers some further incentive to come through those affiliate links over to your site and

make a purchase. It's a coupon discount they can't get anywhere else and that makes them feel special for using it.

Advanced Coupons for WooCommerce

Our plugin [Advanced Coupons](#) was written with store owners in mind and that's why it's the best tool you could possibly provide your clients for running deals in their new WooCommerce store.

It's everything that we have ever heard store owners screaming for and wanting in the coupon interface in WooCommerce but WooCommerce core failed to deliver.

With it your client will have the power to run fun, engaging deals that really can explode their profits.

It's the missing link between the standard basic coupon tools that come with WooCommerce core and the amazing marketing that will make their customers jump over each other making orders.

We have an agency license available, so get low down on this amazing WooCommerce extension, it's features and the price by clicking the button below:

Visit Us: https://advancedcouponsplugin.com