

MOBILE COUPONS 101

Creating mobile coupons to use in your SMS marketing campaigns



1

CHOOSE A NICE DESIGN

Your coupon should be **visually appealing**. Use your brand or product images, colors and logo, and customers will recognize your brand immediately.



2

KEEP IT SHORT

The **coupon message** should summarize all the important info in a few lines. Huge chunks of text will make it heavy and force customers to scroll to read everything.

3

USE AN ENTICING CTA

Make your call-to-action, a.k.a, **redeem button** fun. You can play around with words and phrases. Be more creative than 'Get coupon'. Why not try something like 'Save \$50 today', 'Grab your gift', etc.



4

ADD EXPIRY RULES

Add **at least one rule** per coupon. You can choose from different rules like a start and end date for your coupon campaign, the number of redemptions per person, and the total number of available coupons.



5

CREATE A COUPON LINK

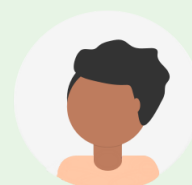
To link to a coupon in an SMS campaign, first you must have the coupon in an active flow (a.k.a. automated) campaign. This will create **a live link** you can use in your texts.



6

USE COUPONS IN SMS

Use the coupon in any SMS campaign that you send out, whether the SMS is a part of an automation or not. The best part is you can **combine coupons with other tools and channels** for the ultimate experience.



Created with ❤️ by

Loopify