



## CREATING A SOCIAL MEDIA PROMO CODE FOR TOP RATED

Simply go to Seller Central and choose ADVERTISING > PROMOTIONS:

A screenshot of the Amazon Seller Central interface. The 'Advertising' menu is open, showing options like Campaign Manager, A+ Content Manager, Early Reviewer Program, Vine, Deals, Coupons, Prime Exclusive Discounts, and Promotions. A red box highlights the 'Advertising' menu and the 'Promotions' option, with a red arrow pointing to 'Promotions'. The background shows various dashboard elements like 'OPEN ORDERS 33', 'BUYER MESSAGES 0', and a 'Seller Central function restoration' notification.



Then you would choose the SOCIAL MEDIA PROMO CODE:

**amazon** seller central

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Apps

## Promotions [Learn more](#)

Create a Promotion

Manage Your Promotions

Manage Product Selection

### Create a Promotion

#### Social Media Promo Code

Create a custom promo code and receive a unique marketing page to share with customers through social

[See More](#)

Create

#### Percentage Off

Use Advanced options, to set up a promotion with a tiered discount structure to encourage the customer to

[See More](#)

Create

#### Buy One Get One

Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get your current customers to buy differently.

Create

Help

Program Policies

English [v](#)



1. Select the product selection that contains your product (we recommend clicking the CREATE A NEW PRODUCT SELECTION and create a product selection that you will call “Top Rated Promo Products” where you can always add or remove products and you will always know what products are featured in our campaigns). Otherwise, just click the product selection that contains the product you’d like to promote.
2. Choose the discount (minimum 20% and of course the higher the better).
3. Choose an end date.
4. Give the promotion a name you’ll remember such as **Top Rated 50% Off Promotion**.

### Create a promotion: Social Media Promo Code

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Step 1: Conditions

Buyer purchases	At least this quantity of items	1	1
Purchased Items	Select one	Create a new product selection	Only ASIN List is allowed for this promotion type. <a href="#">Learn more</a>
Buyer gets	Percent off	50	
Applies to	Purchased Items		

**Warning:** Creating multiple promotions on the same product group may result in customers combining promotions for significant discounts. Please read Claim Codes and Combinability for more information.

Step 2: Scheduling

Start Date	12/07/2020	2:00 PM	PST
End Date	12/31/2020	11:59 PM	PST
Internal Description	Top Rated 50% Off Promotion		
Tracking ID	MPC-5 Percentage Off 2020/12/07 16-13-51-775		

### IMPORTANT:

For us to be able to use your code as influencers we need you to keep this box checked:

Step 3: Additional Options

Claim Code Type	Group	Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. <a href="#">Learn more</a>
Share this promo code with	<input checked="" type="checkbox"/> Amazon Influencers and Associates	Influencers and Associates may post about your promotion to refer traffic. Opting in does not guarantee placement. <a href="#">Learn more</a>
Redemptions per customer	<input checked="" type="radio"/> One unit in one checkout <input type="radio"/> Unlimited units in one checkout <input type="radio"/> Unlimited units in unlimited checkouts	You can choose how many times a customer can redeem your discount. <a href="#">Learn more</a>
Claim Code	SOLOPV87	You can customize your claim code; it must be 8-12 characters including the numeric prefix. <a href="#">Learn more</a>

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And copy the code so you can email it to us. **Review, approve and you’re done!**