

Coupon Design Fundamentals

Coupon design doesn't need to be complex. Follow these simple rules and you can design your own coupon.

Explanation

Explain your promotion; why you're making the offer.

It's the Dog Days of Summer, and we've gone doggone crazy. Save \$50 on any product or service we offer.



Comanche Marketing
877.262.3341
ComancheMarketing.com

Not valid with any other offer. Expires August 31, 2009

Logo
Include your logo for branding and your contact info.

Small Print

Limit the use with other offers and state an expiration date to add urgency.

Graphic

A good support graphic helps draw the eye.



Offer

To maximize impact and minimize cost, use a percentage off for low cost items and dollars off for more expensive items.