Setting Up Bulk Buy Promotions

Quick Steps: Shop > Marketing > Bulk Buys

Bulk Buy promotions allow you to set up a promotion whereby customers receive a discount based upon purchasing a specific collection of products. To qualify, customers need only add the items included in the bulk buy to their Shopping Cart and the discount will be applied.

1. Within the Management Console, select **Shop** from the top menu, then **Marketing** from the left menu.

2. Select **Bulk Buys** from the expanded left menu.

3. Click on **Add** at the top of the screen, then complete the information for the promotion, as below:

- **Title** - the Title of the promotion needs to explain what the promotion is, for example: Buy 2 Hats, Get 1 Free; or, Bundle Pack: Save $20 when you purchase a Cap, T-Shirt and Bag.
- **Date Range** - Control the time-frame for which the promotional code can be used for.
- **Promotion Type** - Select whether you wish to give the customer Free Postage, Dollar Amount discount or Percentage Amount discount.
- **Product** - Select the products that are to be included in the Bulk Buy. If you're offering a buy one get one free, add the same product in both Product 1 and Product 2.

4. Once you have completed all relevant details for the promotion, click **Save**.

5. Return to the **Listing** and update the status to **Online**.

Note: When setting up Promotions you are able to set these to be used on all products, or only on specific products. Use these to offer members or customers a discount on a specific product in your Shop store.

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