

# Discount Codes

## Steps:

### 1. Access Discounts:

- Log in to Shopify.
- Click *Discounts* from the left-hand menu.

### 2. Create a Discount:

- Click *Create discount > Discount code*.
- Enter a custom code (e.g., SUMMER20) or click *Generate code*.

### 3. Select Discount Type:

- **Percentage** (e.g., 10% off)
- **Fixed amount** (e.g., £5 off)
- **Free shipping**
- **Buy X get Y** (e.g., buy 2 get 1 free)

### 4. Apply Conditions:

- **Applies to:** All products, specific collections, or products.
- **Minimum requirements:** None, minimum spend, or quantity.
- **Customer eligibility:** Everyone, specific groups, or customers.

### 5. Set Usage Limits (Optional):

- Limit total uses across all customers.
- Limit to one use per customer.

### 6. Set Active Dates:

- Choose start date/time.
- (Optional) Set an end date/time.

### 7. Save Discount:

- Click *Save discount* in the top right.
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# Best Practices:

- Use **clear, easy-to-remember codes** for manual entry (e.g., WELCOME10).
  - Set **expiry dates** for urgency on limited-time promotions.
  - Combine **minimum spend** with free shipping to increase average order value.
  - Review **discount usage reports** to track performance.
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