

Promo Code Expiry Tracker Checklist

Ensure your discount codes are always up-to-date and prevent lost sales.

Based on [You Re Still Promoting An Expired Discount Code Not Anymore With This Free Tool](#) by Casey Builds It

1. Identify Promo Code Usage

Determine where your promotional discount codes are currently being used.

- List all active promotional discount codes.
- Identify platforms where codes are promoted (e.g., YouTube, websites, social media).
- Note down specific URLs of web pages featuring codes.
- List specific YouTube video titles or links promoting codes.
- Gather all associated expiration dates for each code.
- Assess the risk of using outdated codes for each platform.

2. Understand the Problem

Recognize the negative impact of expired discount codes on your business.

- Acknowledge that expired codes lead to viewer frustration.
- Understand that expired codes result in lost conversions.
- Recognize that expired codes are a silent revenue leak.
- Accept that viewers may not report expired codes.
- Identify the potential for unnoticed lost sales.

3. Set Up the Affiliate Code Expiry Tracker

Prepare to use the free tool to manage your promo codes.

- Obtain a YouTube Data API key (free to set up).
- Install the necessary software or access the tool.
- Understand the input requirements for the tool (promo code, API key).
- Prepare a list of promo codes to scan.
- Prepare a list of YouTube channels to scan.
- Prepare a list of websites to scan.

4. Scan for Promo Codes

Use the tool to locate all instances of your promo codes.

- Input a specific promo code into the tool.
- Initiate the scan for YouTube channels.
- Initiate the scan for websites.
- Review the initial results showing where each code lives.

- Verify the accuracy of the scanned locations.

5. Track Code Expiration Dates

Add your codes to the tracker and input their expiration details.

- Add a campaign name for each tracked code.
- Enter the expiration date for each promo code.
- Assign the correct code to its corresponding expiration date.
- Ensure all relevant codes and dates are entered into the tracker.

6. Monitor Code Status

Utilize the tool's automated features to stay informed about code validity.

- Check the calculated days remaining for each code.
- Review codes flagged as 'active'.
- Identify codes flagged as 'expiring soon'.
- Note codes flagged as 'expired'.
- Regularly check the status updates provided by the tool.

7. Filter and Export Data

Manage and share your promo code information efficiently.

- Filter the results list by 'active' status.
- Filter the results list by 'expiring soon' status.
- Filter the results list by 'expired' status.
- Use the one-click CSV export function.
- Share the exported data with relevant team members.
- Use the CSV for record-keeping and analysis.

8. Prevent Future Issues

Implement ongoing practices to maintain accurate promo code promotion.

- Schedule regular checks of the promo code tracker.
- Update expiration dates promptly when new codes are issued.
- Remove expired codes from all promotional materials immediately.
- Train relevant staff on using the tracking tool.
- Consider automating the removal of expired codes from websites if possible.
- Periodically rescan channels and websites to catch any missed instances.

Resources & Further Reading

Use these pages while working through the checklist:

■ Casey Builds It

<https://caseybuildsit.com/>

■ Casey Builds It

<https://caseybuildsit.com/the-files/>

■ Downloads

<https://caseybuildsit.com/downloads/>

■ Casey Builds It

<https://caseybuildsit.com/make-contact/>

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Proactively manage your discount codes to stop revenue leaks and keep customers happy.