

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 Your Promo Codes

List all the promo codes you are currently using across different platforms.

- List all active promo codes.
- Note the campaign or product associated with each code.
- Record where each code is promoted (e.g., YouTube video descriptions, website pages, social media).
- Gather all relevant URLs for code promotion.

2. Understand the Problem

Recognize the impact of expired discount codes on your business.

- Acknowledge that expired codes frustrate viewers.
- Understand that expired codes lead to lost conversions.
- Identify expired codes as a silent revenue leak.
- Recognize that customers may not report expired codes.

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 or access the Affiliate Code Expiry Tracker tool.
- Understand the tool's workflow: search, track, filter, export.

4. Scan for Promo Codes

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

- Input a specific promo code into the tracker.
- Provide your YouTube Data API key to the tool.
- Initiate the scan for the specified promo code.
- Allow the tool to scan YouTube channels and websites.
- Review the initial list of where the code appears.

5. Track Code Expiration Dates

Add expiration dates to your promo codes within the tracker.

- For each identified promo code, add an entry to the tracker.
- Assign a clear campaign name to each entry.

- Enter the correct expiration date for each promo code.
- Ensure all promoted codes have associated expiration dates logged.

6. Monitor Code Status

Utilize the tool's automatic status updates.

- Check the 'days remaining' calculation for each code.
- Observe codes flagged as 'active'.
- Identify codes flagged as 'expiring soon'.
- Note codes flagged as 'expired'.
- Regularly review the status of all tracked codes.

7. Filter and Export Data

Manage and share your promo code information efficiently.

- Filter the results list by code status (active, expiring soon, expired).
- Use filtering to quickly find codes needing attention.
- Export the entire list of codes and their statuses to CSV.
- Share the CSV export with relevant team members or sponsors.
- Use the CSV for easy record-keeping and analysis.

8. Prevent Future Issues

Implement ongoing practices to maintain accurate promo code promotion.

- Make regular code status checks a routine.
- Update website and video descriptions promptly when codes expire.
- Use the tracker proactively before launching new campaigns.
- Consider automating updates where possible.
- Stay informed about new tools and methods for managing promotions.

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/>

Casey Builds It | -
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Keep your discounts current and your customers happy with automated tracking.