

# How to Promocode for organizers



**Step-by-step guide to creating and implementing Promotion Codes**

## Table of contents

<b>1. Areas of application for Promotion Codes</b> .....	<b>2</b>
1.1 Activation of certain tickets .....	2
1.2 Reductions on one ticket, on different tickets, on all tickets of an event or all tickets of an organizer .....	2
1.3 Mark or assign ticket bookings to specific sources .....	2
<b>2. Specific areas of application</b> .....	<b>3</b>
2.1 Reduced price ticket or free ticket .....	3
2.2 Make hidden ticket bookable with Promotion Code .....	5
<b>3. Special Applications</b> .....	<b>9</b>
2.1 Have Promotion Codes printed on your tickets .....	9
2.2 Promotion Code direct link .....	12

## 1. Areas of application for Promotion Codes

There are different fields of application for Promocodes. Primarily three "process groups" can be mapped with Promotion Codes:

### 1.1. Activation of certain tickets

You can use the function **"Display ticket type only after entering code"** if you want to make a ticket accessible only to a certain group of people. These Promotion Codes are therefore suitable for reduced sponsor tickets and free tickets, for VIP tickets or for events that are to take place in a closed circle. These Promotion Codes do not reduce the price of your ticket but make the ticket visible in the store - and therefore bookable.

If you want to use this function, you must first create the ticket to be "hidden" as usual. Only when you select this ticket when creating the Promotion Code, it will "disappear" in the store and will only become visible again when you enter the code.

### 1.2. Reductions on one ticket, on different tickets, on all tickets of an event or all tickets of an organizer

All other Promotion Codes are basically designed to make tickets visible in the store bookable at a different (usually cheaper) price. Here you can decide whether you want to reduce the selected ticket prices by a fixed amount or percentage, or whether you want to set the new ticket price at a fixed rate. If you set up this type of Promotion Code, you can also choose whether the code is valid for a specific ticket, a selection of tickets, a specific event, an event group or for all your events. If you consider the last option, please note that the Promotion Code will remain valid for your future events created with the same account. So use this kind of code with the necessary foresight!

### 1.3. Mark or assign ticket bookings to specific sources

Although Promotion Codes are not necessarily designed for this purpose, they are also useful for assigning ticket purchases to specific sources as they are listed in your ticket list. This may be of interest if you work with affiliates (e.g. influencers or other marketing partners) and want to reward them per referred ticket buyer. But it is also possible to evaluate individual campaigns if you do not want to deal with Google Analytics. You may also do a promotional event together with partners and want your fellow colleagues to contribute to the costs depending on their guests. Note that you can use Promotion Codes for this purpose regardless of a price reduction. In other words, you can set a new price equal to the original price or set a reduction of 0.

## 2. Specific areas of application

In the following chapter the functionalities of Promotion Codes are explained in detail using three specific examples.

### 2.1. Reduced price ticket or free ticket

Promocodes offer a good opportunity to grant selected groups a price reduction for a certain ticket category. You can choose between several types of reductions in the system.

*A specific example:*

For your spring party you would like to provide your 20 sponsors with two free tickets each.

First you create an individual ticket category for your sponsor tickets. In this case, the ticket contingent is limited to 40 since each sponsor may only bring one accompanying person.

Ticket category: **Sponsoren-Ticket - 304055**

#### Ticket category details

Name	Sponsoren-Ticket	Quota	40
Currency	CHF	Price	0

After you have made all settings for your ticket category, you create a new promo code under "**Promotion Code**", which should be applicable for your ticket category. In our example you choose "**Discount on specific ticket type**" as the type of reduction and in a further step you select the ticket category "Sponsor-Ticket".

Name of promotion code ?  
Sponsoren

Type of reduction  
Discount on specific ticket type

Event  
15.05.2021 - TEST - Frühlingsgefühle

Ticket type  
Sponsoren-Ticket

In which way will the price be discounted?  
Predetermined price

New price  
0

If you want your sponsors to be able to generate two free tickets after entering the promocode, then click on **"Predetermined price"** and enter 0 as the new price. If you want to offer your sponsors a reduced ticket instead of a free ticket, you can alternatively define a specific percentage or a fixed amount which will be discounted from the actual ticket price after entering the promocode.

Now you can determine how many special tickets can be generated per order and across all orders.

So if you want to get two tickets with one promocode, then enter 2 in **"Maximum number of special tickets per order"**. In our example, you want to offer 20 sponsors 2 tickets each, so you choose the total number of special tickets to be greater than or equal to 40. To be on the safe side, it is best to enter 43, so that you can test the function of the code before communication and exclude possible errors.

Maximum number of special tickets per order ⓘ

Maximum number of special tickets over all orders ⓘ

Can same promotion code be used several times ⓘ

1 or more automatically generated promotion codes ⓘ

1 manually defined promotion code ⓘ

Number of promotion codes to be generated

In this case it is crucial that each sponsor can only obtain 2 free tickets. That is why you must set the promocodes to become invalid after use. To do so, do not check the box **"Can same promotion code be used several times"**. It is important that when entering the promocode, both tickets are purchased together, because the Promotion Code becomes invalid after one use.

Then select the option **"1 or more automatically generated promotion codes"**. For **"Number of promotion codes to be generated"** you need 20 codes plus a few extra ones for testing.

After you have saved your entry, you can now display your automatically compiled Promotion Codes in an Excel file. To do so, select your Sponsor Promotion Code under **"Promotion Codes"** and click on the arrow at **"Download"**.

Events	Promo description	Event	Ticket	Number of codes used	Generated	Edit	Download	Delete
Promotion Codes	Sponsoren	TEST - Fruhlingsgefuehle	Sponsoren-Ticket	0	27.04.2020 13:40			

Now you can use your additionally created Promotion Codes to test the function of your code and, if your code is entered successfully, you can send the remaining codes to each of your sponsors individually.

## 2.2. Make hidden ticket bookable with Promotion Code

Promotion Codes can be used to create "hidden" ticket categories, which only become visible when the code is entered. Examples of use are free tickets, cheaper tickets for partners, tickets for VIP's, 2-for-1 promotions and much more.

### Concrete example:

You would like to launch a Valentine's Day Special, where on February 14th, when you buy a ticket, you will receive an additional ticket for free.

In a first step you must create a ticket category for your 2-for-1 promotion under "Events". Create a ticket category with the price of a single ticket or copy the existing single ticket. In this example, the price of the ticket category remains the same, but the customer will receive two tickets, which in effect is a 50% discount. Then click on "Edit".

Let us assume that your ticket contingent consists of 400 tickets. In this case you must limit the number of tickets with Promotion Codes to 400 tickets.

If you want to prevent a buyer from grabbing more than two reduced tickets in one order process, you can limit the maximum number of tickets per order to 2.

To make sure that your ticket buyers receive two tickets when they buy one, you must change the number of tickets to be generated to 2 in the **"additional settings"** of the ticket.

## Additional settings

Additional file (Optional) ⓘ

 Upload file

Ticket template ⓘ

Display image on top

Only bookable with the following ticket (Optional) ⓘ

None

Generate additional tickets when booking ⓘ

2

Position in the ticket list ⓘ

3

Max. number of tickets per order ⓘ

2

Number of additional tickets ⓘ

0

Ticket is valid for other events (Optional) ⓘ

### **Special case: The request for a time-limited Promotion Code**

Since promocodes cannot be limited in time, you have to use a trick for this promotion, which should only be valid on February 14<sup>th</sup>. Create a ticket category which is only bookable for a given period of time and use the Promotion Code function **"Display ticket type only after entering code"** as described in section 1.1.

Ticket on sale from/to

14.02.2021 00:00

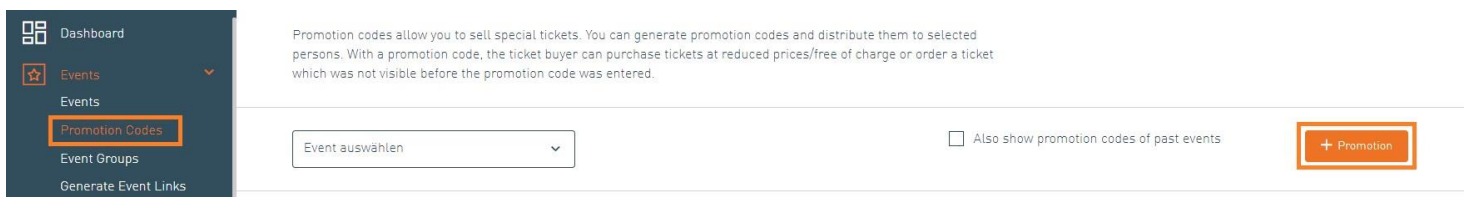
14.02.2021 23:55

Ticket is valid from/to

15.05.2021 21:00

16.05.2021 04:00

After you have completely defined the ticket category, you can now create the Promotion Code for your 2-for-1 promotion under **"Promotion Codes"**.



Promotion codes allow you to sell special tickets. You can generate promotion codes and distribute them to selected persons. With a promotion code, the ticket buyer can purchase tickets at reduced prices/free of charge or order a ticket which was not visible before the promotion code was entered.

Event auswählen

Also show promotion codes of past events

+ Promotion

Among other things you must define the type of reduction that is activated by the Promotion Code. You determine for which ticket type, event, or event group the Promotion Code should be valid. Here you select the functionality described in chapter 1.1 **"Display ticket type only after entering code"** This means that your 2-for-1 ticket will only be visible when the Promotion Code you have communicated is entered.

## Promotion Codes

Name of promotion code 

2für1

Type of reduction

Display ticket type only after entering code

Select

Discount on specific ticket type

Discount for specific event

Discount for all event/tickets

Display ticket type only after entering code

Reduction for a particular event group

Reduction for a selected list of ticket types

15.05.2021: TEST - Frühlingsgefühle - 2 für 1

In a further step you select your newly created ticket category 2-for-1.

Name of promotion code 

Valentine's Day

Type of reduction

Display ticket type only after entering code

Ticket-Gruppe

Select all

15.05.2021: TEST - Frühlingsgefühle - Partyticket

15.05.2021: TEST - Frühlingsgefühle - Valentinstag-Special \*zwei für eins\*

In which way will the price be discounted?

Price discounted by fixed amount

Discount (amount)

0

Under **"In which way will the price be discounted?"** you must decide on a price reduction. Under **"Predetermined Price"** you can enter how much your tickets should be when using the promocode. The option **"Price discounted by a fixed amount"** allows you to define a certain discount, which will be deducted from the actual ticket price. You can also select a fixed percentage as a price reduction.

In a 2 for 1 promotion, the ticket buyer receives two tickets but pays only for one, so a price reduction is unnecessary. However, the system requires a specification. For this reason, you can select **"Price discounted by a fixed amount"** and enter the amount 0.

In the field **"Maximum number of special tickets per order"** you enter 2, because you would like to get an additional one when you buy a ticket.

Under **"Maximum number of special tickets over all orders"** you define how many tickets with the respective promocode can be obtained across all orders. In our case, however,



we have already limited the number of tickets we want to sell during the promotion to 400 single tickets or 200 2-for-1 tickets at the ticket category level. Therefore, this value is rather uncritical as long as it is above 200. In our case we take 250 to be on the safe side. In this case you can test the function of the code before communication and again exclude possible errors.

Maximum number of special tickets per order ⓘ

Maximum number of special tickets over all orders ⓘ

Can same promotion code be used several times ⓘ

1 or more automatically generated promotion codes ⓘ

1 manually defined promotion code ⓘ

Enter the promotion code

Validate promotion code

If you want to make your Promotion Code "ValentinesDaySpecial" available to your customers on your channels, then you have to tick the box **"Can same promotion code be used several times"**! If you forget this, the promocode is already expired after the first use.

Before you communicate your manually entered promocode, it is also very important that you first **validate your promotion code** and check if it is available. The system stores all the manual promocodes that have already been created and makes it impossible to use them a second time. After all, you do not want to print and distribute a Promotion Code on your flyers that won't work afterwards!

BUY TICKET

ValentinesDaySpecial REDEEM REMOVE

The promotion code was redeemed successfully. The new ticket category is now being displayed at the bottom of the selection

* Promo * Valentinstag-Special *zwei für eins*	CHF	55.00	0	▼
Partyticket	CHF	55.00	0	▼

After you have adjusted all settings, you can finally test the created Promotion Code. After entering the Promotion Code your 2-for-1 ticket category should be visible and bookable. It is best to make two test orders to make sure that the code remains valid.

### 3. Special Applications

The functions of promocodes are very extensive and can be used in many ways. In the following subchapter, two special applications are shown using a concrete example.

#### 3.1. Have Promotion Codes printed on your tickets

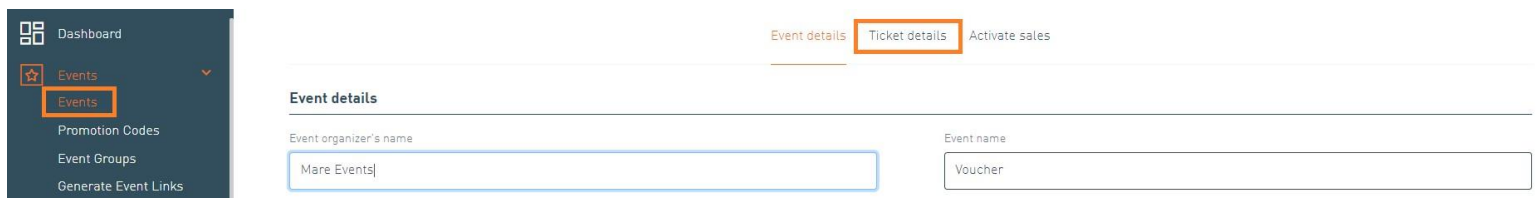
Another function that the Promotion Code system enables is the printing of a Promotion Code on a purchased ticket. This function is especially suitable for festivals with various single events or gift vouchers.

*Concrete example:*

You would like to make it possible for your ticket buyers to obtain vouchers for your events worth 20 francs, which can be given away as a gift.

At the beginning you create a standard event for your voucher event. To do so, click on **"Events"** and select **"Create event with paid tickets"**.

After you have entered the event details, you can now enter your voucher under "Ticket details".



So in our case we create a ticket category for the 20-franc voucher. In addition to the ticket contingent of the voucher, you can define further standard settings such as the currency, the ticket price and the ticket image. We recommend that you upload a guide as a ticket image that explains how to redeem the voucher.

The screenshot shows the 'Ticket details' form with a table of ticket categories. The table has columns for Name, Quota, Currency, Price, Ticket image, Preview ticket, Delete, Copy, and Edit. The first row shows a category named 'Gutschein Event' with a quota of 200, currency of CHF, and a price of 20. The 'Edit' button for this row is highlighted in orange.

Name	Quota	Currency	Price	Ticket image	Preview ticket	Delete	Copy	Edit
Gutschein Event	200	CHF	20					

If you click on **"Edit"**, you can adjust further settings. Among the additional settings you can choose the option **"Voucher"** in the field **"Ticket template"**.

## Additional settings

---

Additional file (Optional) i

 Upload file

Ticket template i

Voucher ▼

With the voucher template, a promocode is displayed on the purchased ticket instead of a barcode.

In a next step you create a suitable promocode for the voucher under "**Promotion Codes**". In our example we want the voucher to be redeemable for all our events. For this reason, you choose the option "**Discount for all events/tickets**".

After entering the promocode, which can be seen on the purchased voucher, 20 francs should be deducted from the actual ticket price for the presentee. Therefore you click here on "**Price discounted by a fixed amount**" and enter 20.

Name of promotion code i

Voucher 20 Francs|

Type of reduction

Discount for all event/tickets ▼

In which way will the price be discounted?

Price discounted by fixed amount ▼

Discount (amount)

20

Now you enter the "**maximum number of special tickets per order**". In our example, the first thing to remember is that the value for "**maximum number of special tickets over all orders**" is not critical as long as it is above the defined ticket quota (in this example 100). To be on the safe side, enter 105 for testing. **It is important that the code may not be used several times in this case!**

Maximum number of special tickets per order i

1

Maximum number of special tickets over all orders i

105

Can same promotion code be used several times i

1 or more automatically generated promotion codes i

1 manually defined promotion code i

Number of promotion codes to be generated

105

Now you have to link the created Promotion Code with your voucher ticket category. To do so, go back to "Events", select the ticket category, and click on "**Edit**".

Under "**Additional settings**" in the field "**Print promotion code on ticket**" you can choose the Promotion Code you have entered for your voucher.

Print promotion code on ticket (Optional) i

Voucher 20 Francs

Finally, you test whether a Promotion Code is actually printed on the generated ticket when buying a voucher.

## Gutschein Event

Promotioncode **D7E7F3C39D** Preis: **20.00 CHF**

Ticket-Kategorie:  
**Gutschein 20 Franken**

TICKETINO.  
Everybody's Ticketing

Bestellung/Ticketcode: 22999630/1283.2979.0900  
Veranstalter: Mare Events  
Ort: TICKETINO

Tickets sind nur gültig, sofern sie über einen offiziellen Vertriebskanal bezogen wurden. Stellen Sie sicher, dass Ihr Ticket vor Verlust und Missbrauch geschützt ist. Es besteht kein Anspruch auf Ersatz. Rückgabe oder Umtausch sind generell ausgeschlossen. Bei Verschiebungen ist das Ticket automatisch für das Verschiebungsdatum gültig. Beachten Sie unsere AGB sowie die AGB des Veranstalters.

This code can now be redeemed by the presentee. Instead of the original 55 francs, a ticket now costs 35 francs. **Check the code again after the test order and make sure that it is now no longer valid!**

## 3.2. Promotion Code direct link

What is new is that you can now integrate your Promotion Codes into your event link. This means that when you click on your event, the Promotion Code is automatically entered and the discount, special price or hidden ticket is automatically displayed.

Especially for affiliate applications this function can be very useful, because you don't have to motivate your ticket buyers with discounts etc. to enter the code.

But also for most other promocode applications the direct link is the most "customer-friendly" solution, because there is no need to copy and paste codes. Especially when purchasing tickets via mobile devices, this makes the process much easier and more efficient, which in turn should increase your conversion rates.

The Promotion Code direct link consists of three components:

Your **specific event link**, the **universal piece of code** that is used for entering and your **promocode**. That will look like this:

**Eventlink?promotionCode=Promocode**

*Using a concrete example:*

**(1) Event link:**

**<https://www.ticketino.com/de/Event/TICKETINO-Grillplausch/96452>**

**(2) Code for automatic entry**

**?promotionCode=**

**(3) Promocode:**

**TIOGrillplausch123**

**(4) So the direct link is now:**

**<https://www.ticketino.com/de/Event/TICKETINOGrillplausch/96452?promotionCode=TIOGrillplausch123>**

If it is a Promotion Code that is valid for several tickets, such as a discount promotion that you send out in a newsletter, you can simply "assemble" this link yourself and store it. However, if you want to send a lot of individual promocodes, for example if you want to allow 50 VIPs to receive only one ticket at a time, then a little Excel magic can save you a lot of work.

The TICKETINO team wishes you all the best for your next event. Should you have any further questions or require further advice, our event professionals will be happy to assist you by e-mail (marketing@ticketino.com) or by telephone on +41 43 500 40 80.