

## Promotional Codes and How to Use Them

Promotional Codes are a great way to drive awareness of your Just Baked kiosk while also generating trial of its offerings through discounted prices. They are one of the most useful and flexible marketing tools available to you as a Just Baked Operator – easy to set up, easy to execute, and highly effective.

### When to use them

Promotional codes can be used in a variety of instances, such as:

- Launching a new kiosk
- Introducing a new menu item
- The beginning of a new season or semester
- Rewarding your consumers

**Promotional Codes can be set up in multiple ways, depending on your needs:**

### 1 What do you want to discount?

The whole menu, or an individual item?

### 2 What type of discount?

Do you want to offer a set dollar amount off each item, or a percentage off?

### 3 What depth of discount?

How many dollars off, or what percentage off?

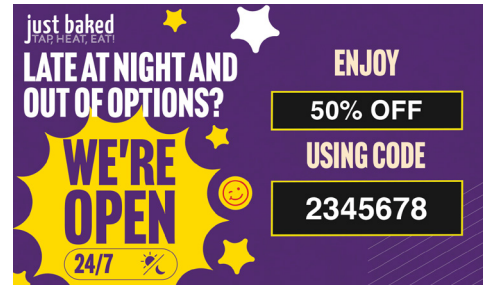
### 4 How many codes, or for how long?

You can either do a set number of codes, such as 100, each unique and for one time use, or a single, universal code that works for a set period of time, such as Monday morning through Friday afternoon.

### 5 How do you want to distribute and market your code?

For a set number of unique codes, we recommend distribution via our 3" X 5" coupon card, where each unique code can be printed on its own card and distributed accordingly.

For a universal code available for a set time, we can create a custom video to run on your kiosk, and also have numerous print assets (Posters, Flyers, Table Tents, etc.) available to market your code.



**Visit the Just Baked Marketing Portal and click 'Request for Promotional Codes' for help setting up a campaign, or reach out to your Customer Success Manager.**