

Buffalo Win

Promotional codes are alphanumeric strings that online stores offer to encourage purchases on their website and are typically associated with an overarching promotional marketing strategy. The discount associated with a promo code can apply to individual products or an entire order.

[What are promotional codes and how do they work? - BigCommerce](#)

bigcommerce : ecommerce-answers : what-are-promotional-co... [Buffalo Win](#)

Basic strategies for finding coupon codes

1

Google search. The most basic way to find discount codes is to run a quick Google search. ...

2

Coupon toolbars & extensions. ...

3

Coupon websites. ...

4

Store's own coupon page. ...

5

Newsletter signup. ...