

The solution to this problem is simple, even if you only have a week to pull this off. I hate to be a Monday morning quarterback, but I've done programs like this successfully for clients.

Here's how you do it:
Web Flash Coupons 101

- Anticipate the very worst-case scenario and limit offer to that amount – Example: Free Meal offer is limited to the first 500,000 people in total and will be limited by geography to assure stores are not overwhelmed, but everybody who logs on will minimally get a savings offer for the Grilled Chicken
- Determine maximum capacity – how many coupons you can handle in a given market. When people go on-line have them enter their Zip Code and make their coupon good for that market in the zip code or surrounding zip codes and show them the participating stores the coupon can be used in. Fill the coupon queue with a limited quantity by zip code and participating store.
- Provide a value-add in place of Free Meal. Example: FREE MEAL Offer is limited to the first 500,000 who visit and will vary by region. Value-add is a trial coupon that varies by response. The first 100,000 - 200,000 after all Free Meals have been distributed save \$2.00, the next 200-500,000 save a \$1.50, Everyone over 500,000 saves \$1. Cap at one million or whatever your target is.
- Set Redemption time parameters to avoid coupon duplication. Limiting redemption time to 3-8 hours from time of download with a time stamp and numeric serial number on it will move people to try the product and the coupon will get the reaction you are using it for.

The sense of urgency will drive people who really want to try the product to use it and the many others just looking for a freebie, won't use it. This allows the ability to manage the volume and the discount because you know exactly how many are in the market by region that are viable and avoid an overabundance of "FREE MEAL" and photo copied coupons. You can even offer a limited number of free coupons each day for a week between 9am - 12PM. Everybody else gets a savings coupon. A product like Deal Chime can do all of this.

- Go Mobile – Deal Chime has a mobile app – so people can get GPS based coupons and even identify participating stores on their smart phone with directions to those stores.

Had KFC followed "Web Flash Coupons 101," this article would be praising their brilliance.

Rodney Mason
CMO, Moosylvania

The Great State of Design
www.moosylvania.com