

Evergreen Expiring Offer Idea Guide

Welcome back! Today's idea is going over creating expiring offers that are evergreen.

Now I'm sure some of you are wondering what evergreen means in this context. Evergreen is content that is considered to be sustainable and lasting, and continues to be relevant long past its publication.

What does that mean for your business? That even though you have an offer that will expire, it can also be a lasting offer that will stay relevant. So why you would want to do this?

Limited offers are a great way to entice new and reluctant customers, and engage with repeat customers with a promotion or discount. It's a strong marketing technique to create a sense of urgency, helping to motivate your customers to the desired action. Buying something!

In many cases, it doesn't need to be a set window, but rather a window that is only open a limited amount time for every customer in order to capitalize on the benefits this offer holds for you.

So how do you make your expiring offer evergreen? Here comes PlusThis to help you out!

With PlusThis, you can use Smart Links as a solution to help guide your customers toward the desired destination based on the criteria you have set.

Let's say that when someone first opts in to my email marketing, I want their first email campaign I send them to be a special offer to try to convert them as quickly as possible since they're already engaged with me by opting in. The first email that we send these subscribers is a promotional offer that I want to expire in 7 days.

With Smart Links, I can create a link that if clicked on during those 7 days, it will take that customer to the page of my website with the promotional offer. But if they click on it after those 7 days are over then they'll instead be taken to a page that says, "sorry that offer has expired".

But I also want to ensure that during these 7 days, I try to create a sense of urgency to buy so as to not miss this offer. If I add PlusThis' Countdown timer, I can create a count down inside of the email showing them exactly how much time they have to complete this offer. Countdown timers are a clear visual cue which tell customers that, if they want a product, they must take action within a specified period of time.

Now I can continue to offer this promotion to everyone opting in to my mailing list and have it run automatically without having to worry about removing the link after a certain time period.

To learn more on how to set up Smart Links and Countdown Timers, follow the links next to this video to visit our support center.