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

[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. ...](#)