

Featuring a live-only promotion during an Amazon livestream

Any time you add an item to your Amazon Live product carousel, the item will reflect any special offers for the item, including any limited time deals, coupons, or price promotions. Amazon Live also gives creators the ability to offer special live-only promotions. These are savings that are only available in the Amazon Live product carousel when the stream is live.

How influencers can find a promo code

To find currently available promo codes, sign-in to Associates Central and click on Promotions > Amazon Promo Codes. Use the filter to find items with promo codes that you can feature in your livestreams. You will need the alpha-numeric code to have the promo code appear in the Amazon Live Creator app.



Note that influencers are not able to create their own promo codes today.

How brands can create social media promo codes

Seller Central

- 01** Sign-in to Seller Central and navigate to Advertising > Promotions.
- 02** Select the 'Social Media Promotion Code' option.
- 03** Follow the prompts to create, including adding products that are eligible for the promo.
- 04** Add the social media promotion code to the Amazon Live Creator app. Ensure the right products that are eligible for the promotion are in the carousel.

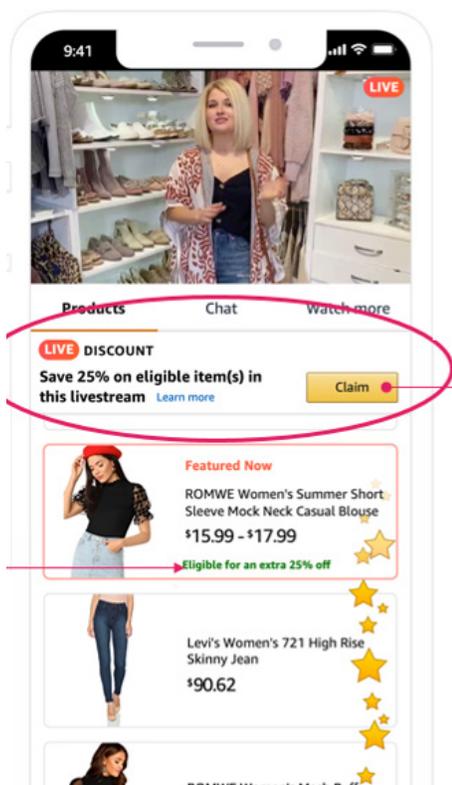
Vendor Central

- 01** Sign-in to Vendor Central, and navigate to Merchandising > Promotions.
- 02** Select 'Create campaign' and then select 'Create a promo.'
- 03** Follow the prompts to create, including adding products that are eligible for the promo.
- 04** Add the social media promotion code to the Amazon Live Creator app. Ensure the right products that are eligible for the promotion are in the carousel.

How to use a promo code during a livestream

To use your promo code during your livestream in the Amazon Live Creator app you will need the alpha-numeric 6-8 digit promo code (i.e. 10AMZNLIVE). Also ensure that the promo code is active, and that you know which products that the promo code is eligible for. Follow the steps to add the code to the Amazon Live Creator app

- 01** Create a new livestream. Add the eligible products for the promo code to the stream
- 02** Under 'Show a promo' add 6-8 code and hit Save.
- 03** Click 'Preview'. You will see a toggle to show or hide your promo code.



What do live-only promotions look like during your livestream?

Shoppers will see a banner during the livestream while it is live with the relevant information about the promo code. When a shopper clicks on the 'Claim' button, the promo is automatically applied at checkout for eligible items. After your livestream ends, the promo code is no longer available.

