

Schedule a sale

Put several products or a whole category on sale for set dates, then turn the same sale on again next time.

Add-on [Online store](#)

A promotion puts products or a whole category on sale at once, and it can start and stop on dates you pick. Prices change when the sale begins and go back when it ends. You can keep the promotion and use it again next year.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.

Create a promotion

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Marketing**, then **Promotions**.
4. Click **Create Promotion**.
5. Choose whether it applies to products or to a category, then click **Next Step**.
6. In **Discount value**, choose a percentage or a set amount and type the value.
7. Use the search box to find each product or category, typing its name or SKU, then click **Select**.
8. (Optional) Click **Change** next to the title to give the promotion your own name.
9. Click **Next Step**.
10. (Optional) Click **Limit by active date**, set the start date and time, then click **Set end date and time** to choose when prices go back.
11. (Optional) Click **Limit by customer groups** to keep the sale for one group.
12. Click **Create and launch** to start it now, or **Create without launch** to save it for later.

Products on sale get an "ON SALE" label.

Turn a sale on or off, or change it

Every promotion you make stays on the **Promotions** page.

1. Click **Store**, then **Manage Store**, then **Marketing**, then **Promotions**.
2. Click a promotion to change its dates, wording or settings, then click **Save**.
3. To switch one on or off, click **Actions**, then **Enable promotion** or **Disable promotions**.
4. To switch several at once, check the boxes next to them, click **Mass Update** and choose enable or disable. Then click **Save**.

How overlapping sales work

- A product that sits in several categories is on sale as soon as any one of them is.
- Two promotions on one product don't add up. The bigger one applies.
- If one product should get a deeper cut than the rest of its category, give it a bigger percentage or amount than the category has. If it isn't bigger, the product keeps the category's sale price.
- Products where customers pay what they want are left out of every sale.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us what is on sale, how much off and the start and end dates, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Put a product on sale](#) · [Create a coupon code](#) · [Give a group of customers special prices](#) · [Offer a price break for buying more](#) · [Edit many products at once](#)

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