

- SAVINGS 101 -


SAVING AT THE GROCERY STORE AND BEYOND




WHERE TO LOOK

| FINDING COUPONS

- NEWSPAPER INSERTS – SMARTSOURCE, REDPLUM, P&G
- INTERNET – SMARTSOURCE.COM, COUPONS.COM, TARGET.COM
- MANUFACTURER WEBSITES – BETTYCROCKER.COM
- FACEBOOK – COMPANY FAN PAGES
- HOME MAILERS – HOME MADE SIMPLE
- COUPON DATABASE
- COUPON CLIPPING SERVICES
- CELLFIRE COUPONS
- PRODUCT PACKAGING & STORE DISPLAYS



NEWSPAPER INSERTS



| FINDING COUPONS

- SMART SOURCE (SS)
- RED PLUM (A.K.A. VALASSIS) (RP)
- PROCTOR & GAMBLE (P&G)
- GENERAL MILLS (GM)
- PARADE
- USA TODAY
- INSERTS ARE LISTED IN THE COUPON DATABASE AND MATCHUPS BY THE DATE THE WERE IN THE NEWSPAPER.
- THE FIRST SUNDAY OF THE MONTH & QUARTER ARE THE BEST INSERTS.
- COLLECT UNUSED INSERTS FROM FRIENDS & FAMILY



UNDERSTANDING INSERT COUPONS



FINDING COUPONS

- **READING A MATCHUP LISTING FOR A NEWSPAPER COUPON**
 - \$0.50/2 Campbell's Select Harvest Soup, exp. 11-14-10 (SS 10/03/10)
 - \$0.50 = THE TOTAL VALUE OF THE COUPON
 - /2 = THE NUMBER OF ITEMS THAT MUST BE PURCHASED FOR THE COUPON TO BE VALID.
 - CAMPBELL'S SELECT HARVEST SOUP = THE PRODUCT(S) THE COUPON IS VALID FOR
 - EXP. 11-14-10 = THIS IS THE DATE THE COUPON EXPIRES
 - (SS = THIS IS THE INSERT IN WHICH THE COUPON WAS FOUND
 - SMARTSOURCE (SS)
 - RED PLUM (RP)
 - PROCTOR & GAMBLE (P&G)
 - GENERAL MILLS (GM)
 - 10/03/10 = THIS IS THE DATE THE INSERT WAS IN THE NEWSPAPER

Tip: Save & File Newspaper inserts by the Date they were in the Newspaper to be able to find coupons quickly.



INTERNET COUPONS



FINDING COUPONS

- **COUPONS.COM**
(AKA BRICKS COUPONS)
- **LIMIT OF 2 PER COMPUTER**
- **UNIQUE BAR CODE CONTAINS YOUR ZIP CODE & IP**
- **DIRECT LINKS CAN BE FOUND ON COMPANY WEBSITES, FACEBOOK AND ON PASSION FOR SAVINGS**
- **MAXIMUM PRINT LIMIT**
- **EXPIRE 30 DAYS FROM PRINT (STANDARD)**
- **CONTAIN WATERMARK – CANNOT BE COPIED**
- **USE YOUR BACK BUTTON TO PRINT THE COUPON TWICE.**

More and more companies are using printing services such as Coupons.com to help reduce fraud & abuse of Internet Coupons.



INTERNET COUPONS



FINDING COUPONS

- **REDPLUM.COM**
(ALSO BRICKS COUPONS)
- **LIMIT OF 2 PER COMPUTER**
- **VERY LOW PRINT LIMITS!**
- **ZIP CODE SPECIFIC**
- **CHOOSE 50 MILE RADIUS TO SEE THE MOST COUPONS**
- **EXPIRE 30 DAYS FROM PRINT (STANDARD)**
- **TYPICALLY ISSUE NEW COUPONS ON SUNDAYS**

RedPlum offers Exclusive Coupons as well as offering some of the same offers available on Coupons.com.



INTERNET COUPONS



FINDING COUPONS

- SMARTSOURCE.COM
(AND COUPONS PRINTED BY SMARTSOURCE)
- LIMIT OF 2 PER COMPUTER
- SORT BY BRAND TO FIND COUPONS QUICKLY
- OFTEN COUPONS PRINT IMMEDIATELY SO HAVE YOUR PRINTER READY TO PRINT.
- PRINTS IN ADDITION TO BRICKS COUPONS
- EXPIRE 30 DAYS FROM PRINT (STANDARD)
- CONTAIN WATERMARK – CANNOT BE COPIED

SmartSource coupons are not as widely accepted as bricks coupons so check with your store for restrictions on smartSource coupons



INTERNET COUPONS



FINDING COUPONS

- MANUFACTURER WEBSITES
- CHECK THE HOMEPAGE OF YOUR FAVORITE BRANDS
- LOOK FOR "SPECIAL PROMOTIONS" OR "SAVINGS"
- MOST SITES REQUIRE AN EMAIL ADDRESS
CREATE A SEPARATE EMAIL ADDRESS
USE THE SAME EMAIL/PASSWORD SO YOU CAN REMEMBER THEM EASILY
READ THE EMAIL NEWSLETTERS: OFTEN CONTAIN LINKS TO NEW COUPONS
- REBATES ARE ALSO FOUND ON COMPANY WEBSITES
- CHECK THE EXPIRATION DATE – MAY BE LONGER

Companies often release some of their highest value coupons online



INTERNET COUPONS

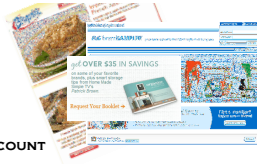


FINDING COUPONS

- FACEBOOK
- "LIKE" YOUR FAVORITE BRANDS
- PRINT FACEBOOK COUPONS QUICKLY BECAUSE THEY OFTEN HIT THEIR LIMITS VERY FAST!
- HIGH VALUE / LOW LIMITS
- MOST COMPANIES WANT YOU TO POST SOMETHING TO YOUR WALL TO RECEIVE THE COUPON/FREEBIE.



MAILERS AND EMAIL NEWSLETTERS



FINDING COUPONS

- NEWSLETTERS / MAILERS
- USE A SEPARATE EMAIL ACCOUNT
- SIGN UP WITH YOUR FAVORITE COMPANIES
- BE WILLING TO EMAIL COMPANIES & GIVE THEM FEEDBACK
- CHECK THE MANUFACTURER'S WEBSITE

Companies are always looking for new ways to reach their customers so be active about connecting with your favorite brands.



PRODUCT PACKAGING & DISPLAYS



FINDING COUPONS

- PRODUCT PACKAGING
- "PEELIES"
- PRODUCT DISPLAYS
- "TEAR PADS" TYPICALLY HANGING ON DISPLAYS OR SHELVES
- "BLINKIES" ARE COUPON MACHINES LOCATED ON STORE SHELVES OR NEXT TO PRODUCTS.
- BE CONSIDERATE AND DON'T TAKE COUPONS OFF PACKAGES OR TAKE TEAR PADS OR EXCESSIVE AMOUNTS OF BLINKIES.



COUPON DATABASE



FINDING COUPONS

- SEARCH FOR COUPONS
- BRAND SPECIFIC
- GENERAL CATEGORY "BREAD" "RAZORS" "BODY WASH"
- DIRECT LINKS TO PRINTABLE COUPONS
- COUPON LISTED EXACTLY LIKE THE MATCHUPS
- SAVE YOUR INSERTS BY DATE TO FIND THEM QUICKLY
- UPDATED AS COUPONS EXPIRE



DIGITAL COUPONS

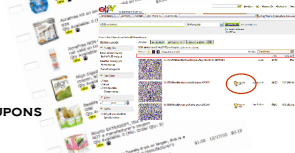


FINDING COUPONS

- CELLFIRE
- STORE LOYALTY CARD
- THESE ARE MANUFACTURER COUPONS
- REDEEM BY SCANNING YOUR STORE CARD
- MOBILE COUPONS BY TEXT
- STANDARD RATES APPLY
- STORE SCANS OR TYPES IN A CODE FROM YOUR PHONE



COUPON CLIPPING SERVICES



FINDING COUPONS

- ORDER SPECIFIC COUPONS
- HIGHER QUANTITIES
- CHARGE A HANDLING FEE FOR CLIPPING THE COUPONS
- CHECK THE SHIPPING COSTS AND HANDLING FEES
- GREAT FOR HARD TO FIND COUPONS OR PRODUCTS YOU USE IN LARGER QUANTITIES.
- \$0.10 PER \$1 COUPON VALUE IS A REASONABLE FEE
- EBAY – LOOK FOR "TOP RATED SELLERS"



TRADING COUPONS



FINDING COUPONS

- COUPON TRAINS
- HAVE LIST
- WANT LIST
- CREATE A LOCAL NETWORK OR COUPON SWAP PARTY
- FORUMS ARE USED TO FACILITATE AND MONITOR TRADING
- HOT COUPON WORLD
- A FULL CUP



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