

## Inpathy \$100 Coupon Code

Our marketing team can fund **\$100 coupon for your consumers**. This coupon can be an effective promotion to encourage individuals to try telebehavioral health care, risk free.

You can structure the \$100 coupon in any way. It can be used all at once, or divided into several smaller coupons for numerous consumers. For example, you can have:

- 10 \$10 coupons
- 5 \$20 coupons
- 2 \$50 coupons

As you decide how to structure your coupon, we recommend that you keep your session rates in mind or potentially adapt them. For example, if you decide that you would like 5 \$20 coupons, it might be a good idea to offer a 15 minute “Meet and Greet” session that costs \$20 thus making the meet and greet session totally free to consumers using your coupon.

Some ideas of avenues to promote your coupon include, but are not limited to:

- Mass emailing the coupon code to your existing consumers and other friends and families for whom you have email addresses. Explain your online practice and ask them to help promote your online business by sharing the coupon with anyone who may be interested.
- Post and attach the coupon code on Social Media for other individuals to see
  - Example Social Media post: “Know someone who could benefit from therapy? I am offering \$20 off online therapy sessions with new clients. Try the convenience of telehealth appointments today.” (Don’t forget to attach the coupon code to the post itself)
  - Ask your friends and family to repost the coupon to expand its reach
- Distributing the coupon code to consumers in the community
  - Print off copies to hand out at church, post on a grocery store bulletin board, leave in your local café and more
- Create an online advertising campaign for your coupon
  - The Inpathy marketing team can help you run ads on Facebook and Google promoting your coupon. Contact us for more information.

If you are interested in the coupon code, please:

- Email Inpathy marketing specialist, Bradford Tucker at [btucker@in-sight.net](mailto:btucker@in-sight.net)
- Include subject line: coupon code request
- Explain how you would like to use your \$100 worth of coupons
  - 10 \$10 coupons
  - 5 \$20 coupons
  - 2 \$50 coupons
  - another option- coupon dollar amounts can be expanded for purchase

*Please note, you will need to be on a paid membership level in order for a consumer to use your coupon.*