

COMPACT VENDOR GUIDE

How to Create a Special Offer Campaign on RedPaint

A practical step-by-step guide for creating, submitting, publishing, and boosting Special Offers from the Vendor Dashboard.

RedPaint Special Offer campaigns are created in two main stages: first, the Special Offer is submitted for moderation; once approved, it can be published for free on the vendor profile or promoted through an Instant Boost or Scheduled Boost campaign.

Moderation notice: Vendors receive the moderation outcome by email and Push Notification. Approval normally takes under 2 hours.

At-a-Glance Workflow

Step	Action	Purpose
1	Create Special Offer	Enter the offer details, pricing, conditions, and one image.
2	Submit for Moderation	RedPaint reviews the Special Offer before it can be used in a campaign.
3	Receive Approval Notification	The outcome is sent by email and Push Notification.
4	Run a Campaign	Choose Free Publish, Instant Boost, or Scheduled Boost.
5	Publish or Pay	Free Publish requires no payment. Boosted campaigns go through checkout and the payment gateway.

1. Create and Submit a Special Offer for Moderation

From the Vendor Dashboard, go to: Campaigns & Reports -> Create a Special Offer

Field	What to Enter
Name of Special Offer	The offer title users will see in the RedPaint app.
Short Description	A brief description of the offer. Maximum 500 characters.
Normal Price	The regular price, as shown on your menu, pricelist, or usual offer.
Discounted Price	The discounted price. The discount must be more than 10%.
Conditions	Any terms that apply, for example: "Sit-down only." Maximum 150 characters. This field is optional.
Image	Take a photo or upload one image from your gallery. Only one image is allowed.

Important: The Special Offer cannot be used in a campaign until it has been approved.

2. Run a Campaign with an Approved Special Offer

Once approved, go to: Campaigns & Reports -> Run a Campaign -> SpecialOffer

From the list of approved Special Offers, tap **Publish** and complete the campaign setup.

Campaign Field	What to Select or Enter
Campaign Name	Used internally to recognise the campaign in reports. Users do not see this name.
Campaign Type	Choose one of three options: Free Publish, Instant Boost, or Scheduled Boost.
Start and End Date	Select the date range during which the Special Offer will be available.
Days and Hours	Choose the days of the week and hours during which the Special Offer will run.

Option 1: Free Publish

Free Publish places the Special Offer on the vendor's RedPaint business profile. No payment is required and no demographic targeting is needed.

1. Select FREE PUBLISH.
2. Select the start and end date.
3. Select the days and hours the Special Offer will run.
4. Tap CREATE CAMPAIGN / CHECK OUT.

Result: The Special Offer will appear on the vendor profile inside the RedPaint app.

Option 2: Instant Boost

Instant Boost sends Push Notifications immediately after successful payment to users who match the selected audience.

Target Audience

- Choose users by radius from the business address; or
- Choose a radius from a different centre point selected on the map.

Targeting Option	Description
Gender	Choose Male, Female, or both.
Age Groups	Select the age group or age groups to target.
Business Category	Choose the category most relevant to the campaign.

Real-time Reach: RedPaint calculates the campaign Reach in real time based on the selected radius, gender, age groups, and category.

Cost, Budget, and Checkout

- The system calculates the campaign cost automatically.
 - If the vendor qualifies for a discount, it will be shown during checkout.
 - The vendor may enter a maximum spend under LIMIT BUDGET.
 - When a budget limit is added, RedPaint recalculates Reach and reduces the number of Push Notifications accordingly.
1. Select INSTANT BOOST.
 2. Choose the target radius.
 3. Select gender and age groups.
 4. Choose the most relevant business category.
 5. Review the real-time Reach and campaign cost.
 6. Optional: enter a maximum spend under LIMIT BUDGET.
 7. Tap CREATE CAMPAIGN / CHECK OUT.
 8. Complete payment through the payment gateway.

Result: Once payment is successful, the Push Notifications are sent out immediately.

Option 3: Scheduled Boost

Scheduled Boost allows the vendor to schedule one or more Push Notification broadcasts for future dates and times.

Target Audience

- Choose users by Location or Radius.
- Location targeting can be selected by Country, Province, or Suburb.
- Radius targeting can be selected from the business address or from a different centre point on the map.

Targeting Option	Description
Gender	Choose Male, Female, or both.

Age Groups	Select the age group or age groups to target.
Business Category	Choose the category most relevant to the campaign.

Real-time Reach: RedPaint calculates the campaign Reach in real time based on the selected location or radius, gender, age groups, and category.

Schedule Push Notifications

- Select the date and time for the Push Notification to be sent.
- Multiple broadcasts can be scheduled.
- Each broadcast sends a Push Notification with a direct link to the Special Offer.
- The campaign cost updates in real time as each scheduled broadcast is added.

Cost, Budget, and Checkout

- The system calculates the total campaign cost automatically.
 - If the vendor qualifies for a discount, it will be shown during checkout.
 - The vendor may enter a maximum spend under LIMIT BUDGET.
 - When a budget limit is added, RedPaint recalculates Reach and reduces the number of Push Notifications accordingly.
1. Select SCHEDULED BOOST.
 2. Choose the target audience by Location or Radius.
 3. Select gender and age groups.
 4. Choose the most relevant business category.
 5. Schedule one or more Push Notification broadcast times.
 6. Review the real-time Reach and campaign cost.
 7. Optional: enter a maximum spend under LIMIT BUDGET.
 8. Tap CREATE CAMPAIGN / CHECK OUT.
 9. Complete payment through the payment gateway.

Result: Once payment is successful, the Push Notifications will be sent at the scheduled date and time.

Campaign Type Summary

Campaign Type	Best For	Targeting Required	Payment Required	Outcome
Free Publish	Vendor profile visibility	No	No	Appears on the vendor profile
Instant Boost	Immediate direct reach	Yes	Yes	Push Notifications sent immediately after successful payment
Scheduled Boost	Planned future promotion	Yes	Yes	Push Notifications sent at the scheduled broadcast time(s)

Vendor Checklist Before Publishing

- The Special Offer name is clear and attractive.
- The short description is under 300 characters.
- The normal price matches the menu, pricelist, or usual price.
- The discounted price reflects more than a 10% discount.
- Any important conditions are included, where applicable.
- One suitable image has been uploaded.
- The Special Offer has been approved before campaign setup begins.
- The correct campaign type has been selected: Free Publish, Instant Boost, or Scheduled Boost.