

Chapter Incentive Program (ChIP) Marketing Idea

Here's an easy way to help your chapter increase its ChIP revenue: Set up your chapter promotions for ASTD products on your chapter website or in email promotions to automatically insert your chapter's ChIP code when the customer checks out.

By adding “&ChipGnCode=” plus the chapter code at the end of the URL to your marketing links, the chapter code will automatically populate on the checkout page.

For example, if you wanted to promote the *Learning System with Flash Drive*

<http://store.astd.org/Default.aspx?tabid=167&ProductId=20883>

Just add the string to the end with your ChIP code:

<http://store.astd.org/Default.aspx?tabid=167&ProductId=20883&ChipGnCode=CH1234>

Complete Checkout

Your Order	Qty	Price	Total
ASTD - DC Metro Chapter Membership 01-Jan-2011 to 31-Dec-2011	1	\$60.00	\$60.00
ASTD Learning System Print and Digital Flashdrive	1	\$600.00	\$600.00
↳ The ASTD Learning System	1	\$0	\$0
↳ ASTD Learning System (Digital Flashdrive)	1	\$0	\$0

Promotional Code -

ChIP/ Global Network Code

Forgot your Chapter Code? For a complete list click [here](#)
Forgot your Global Network Code? For a complete list click [here](#)

Note: This will work only when you direct the customer to a specific product page. Putting the code on a link to the store homepage or a conference page will not work.

If you have any questions, please contact your [chapter coach](#). For more information about ChIP, visit www.astd.org/chip.