50+ Coupon Ideas & Examples 2022

Change is the only constant thing in the world. Even marketing strategies constantly change now and then. However, classics never die but evolve. Just like how coupons survive. A [coupon template](#) is still alive up to this date and still enjoyed by various marketers and consumers because it provides various benefits. Even those who aren't using such for their businesses can't deny its effectiveness.

To create a Coupon of your very own, follow the following steps:

- Browse through several Coupon designs for inspiration and ideas for your own certificate.
- Customize Online or Download in your preferred File format and Print As Required.

Now, if you are one of those who want to discover several designs and benefits from a coupon, this article is for you. Whatever you want or need, you can check out these 50 plus professional coupon ideas and designs.

1. Be Minimalist

There is beauty in simplicity. So don't be afraid to try minimal designs for your coupon. Not only does it provide you with neatness, but it also can give you the sophisticated look that you want. Take a look at how the '[Printable Coupon](#)' template makes it possible.

2. Simple and Cool Margins

Nothing's wrong with using margins as long as it complements the entire design and does not overwhelm everything. You can use the 'Blank Advertising Coupon' template as an example.

3. Font Is Crucial

If you want your coupon to look enticing and neat, you should choose the appropriate font. Since it is a tool that could communicate with your audience or customers, you should use a font that suits the theme. You can use the Vintage Christmas Gift Coupon template as an example.

4. Font Size

Apart from the font style, you should also consider the font size. Make sure it would suit well with the design that you have. Look at how the 'Editable Discount Coupon' template uses a suitable font style and size.
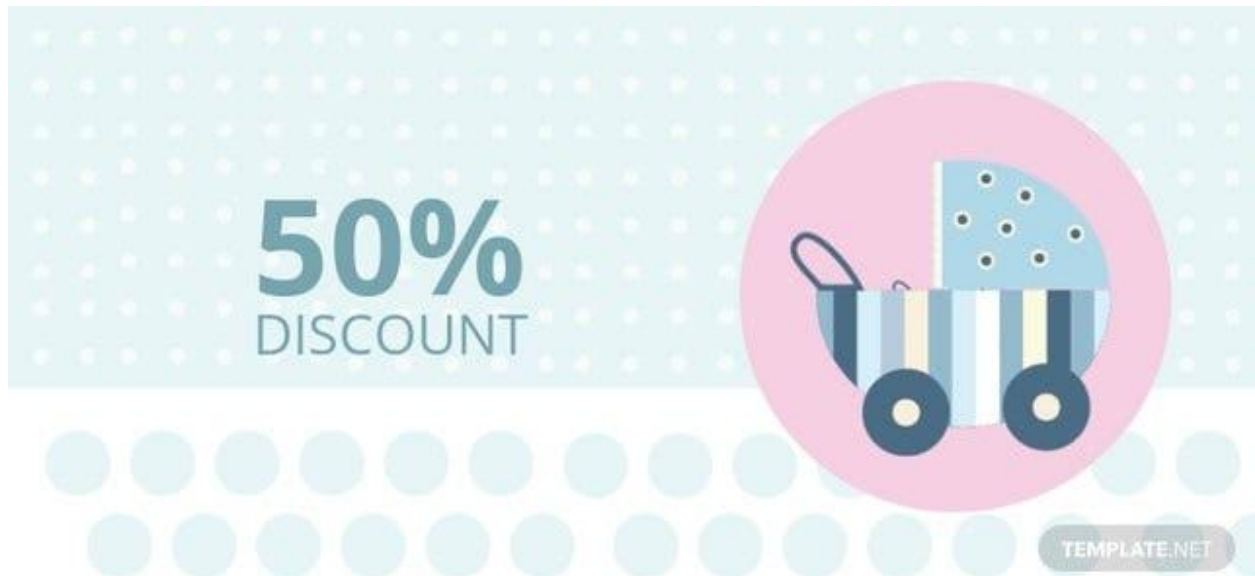

5. Proper Arrangement

If you want your coupon to look unique and enticing, you should arrange all its features. In this way, you won't overpower your design. Take a look at how the 'Massage Coupon' template makes it possible.

6. Graphics and Icons

Nothing could go wrong with using graphics and icons as long as you're using them the right way. Take a look at how the 'Babysitting Coupon' template makes it possible.

7. Don't Rain for Plain

Nothing could go wrong with being plain. Not only does it provide you an elegant outcome, but it could also entice people because of its neatness. You can use the 'Business Coupon' template as your reference.

8. Black and White Entry

Nothing can go wrong with using black and white colors for your coupon. As long as you're using them the right way, you can make excellent outcomes. Look at how the 'Small Business Coupon' template makes it possible.

9. One Colored Background

If you prefer to use one color for your background, that's fine. As long as it suits well with the theme that you have. You can use the 'Christmas Blank Coupon' template as your reference.

10. Colorful Background

You can also use colorful backgrounds, and nothing's wrong with that. It's fine as long as you're using it the right way. Look at how the 'Special Coupon Book' and the 'Modern Ornament Gift Certificate' template make it possible.

11. Contrasting Colors

Nothing could go wrong with using contrasting colors. It can even easily attract people's attention. So don't be afraid to use it for your coupon. Take a look at how the 'Christmas Coupon Book' template makes it possible.

12. Hues and Gradient

Nothing could go wrong with playing hues and gradients. It can add texture to your design and can result in an attractive outcome. You can take the 'Cyber Monday Coupon' and the "Gift Certificate' template as your reference.
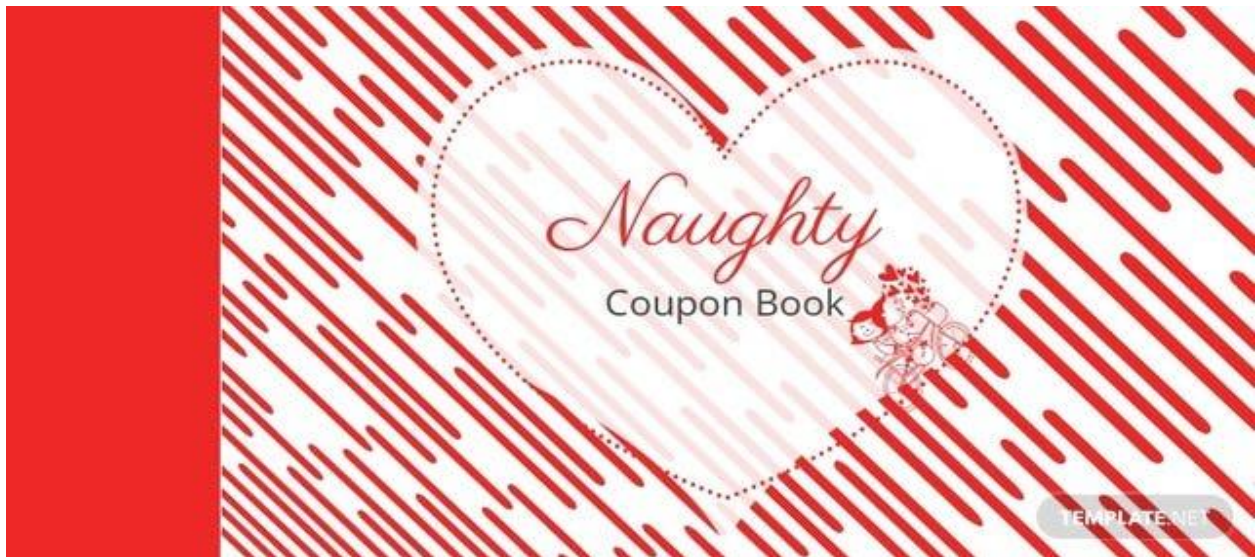
13. Dark Colors

Using dark colors isn't a bad thing, as long as it suits well with your design and theme. Take a look at the 'Website Coupon' template and see how it uses dark colors well.

14. Lines

Lines can add texture and flavor to your designs. So don't be afraid to use them in your coupon designs. However, make sure that it doesn't overwhelm everything to avoid ruining the image you want to portray. You can use the 'Heart Coupon Book' template as an example.

15. Shapes

The same with lines, shapes can give your designs a new look and vibe. So don't be afraid to use them. Take a look at how the 'Printable Discount Coupon' template makes it possible.

16. Symmetry

There is beauty with symmetry. That is why most people or designers would love to use symmetry in their designs. So don't be afraid to use it. Take the 'Babysitting Voucher/Coupon' template as an example.

17. Asymmetry

Nothing could go wrong with asymmetrical designs as long as you're using them the right way. So don't limit yourself and use anything that you want, including asymmetry. Take the 'Blank Discount Voucher/Coupon' template as an example.

18. Incentives

If you want to attract more people to avail of your products, you should include the incentives in your coupon or vouchers. Take the 'Royal Resort Coupon' template as an example.

19. Retro Vibes

Classics ain't out of style. It is still alive up to this day. So don't be afraid to use them in your coupons. You can take the 'Vintage Coupon' template as an example.

20. Entice Your Customers

The best thing you could do to entice your customers is to show them what you've got. Feature your best product. In this way, they'll be curious to know everything about your business. You can take the 'Fast Food Gift Voucher/Coupon' template as your reference.

21. Choose the Right Picture

If you want to attract your customers, make sure that your coupon holds the best picture you could ever have for your business. Pictures speak louder than words, so make sure it is the appropriate one. Take the 'Restaurant Discount Voucher/Coupon' template as an example.

22. Connect to Your Audience

The best way to drive more traffic and attract your customers is to connect with them. Give them what they want and sympathize with them. Take a look at how the 'Love Blank Coupon' template makes it possible.

23. Vent for the Event

Be festive and merry for your upcoming events by using colorful and bright colors for your coupons. Take a look at the outcome of the 'Event Discount Coupon' template using vivid colors.

24. Flex Your Model

If you have models to flex, flex them. Using the models can also help you entice people. Take a look at how attractive the 'Discount Coupon Card' template looks.

25. Show Passion for Fashion

If you're in the fashion industry, it is your responsibility to attract people through your creativity. So don't be afraid to unleash your magic and put your passion as your number one. Take the 'Fashion Discount Coupon' template as an example.

26. Happy Birthday!

Make every birthday celebrant happy by making engaging and attractive coupons. Take the 'Birthday Coupon' template as an example.

27. Show Some Love

Show your love this Valentine's Day by creating a coupon with a design that is full of love. Take a look at how the Valentine's Day Gift Coupon and the other template turn out.

28. Coffee Cheers!

Nothing could make coffee lovers happier than giving them coffee vouchers or coupons. You can take the 'Coffee Discount Coupon' template as your reference if you wish to make a similar one.
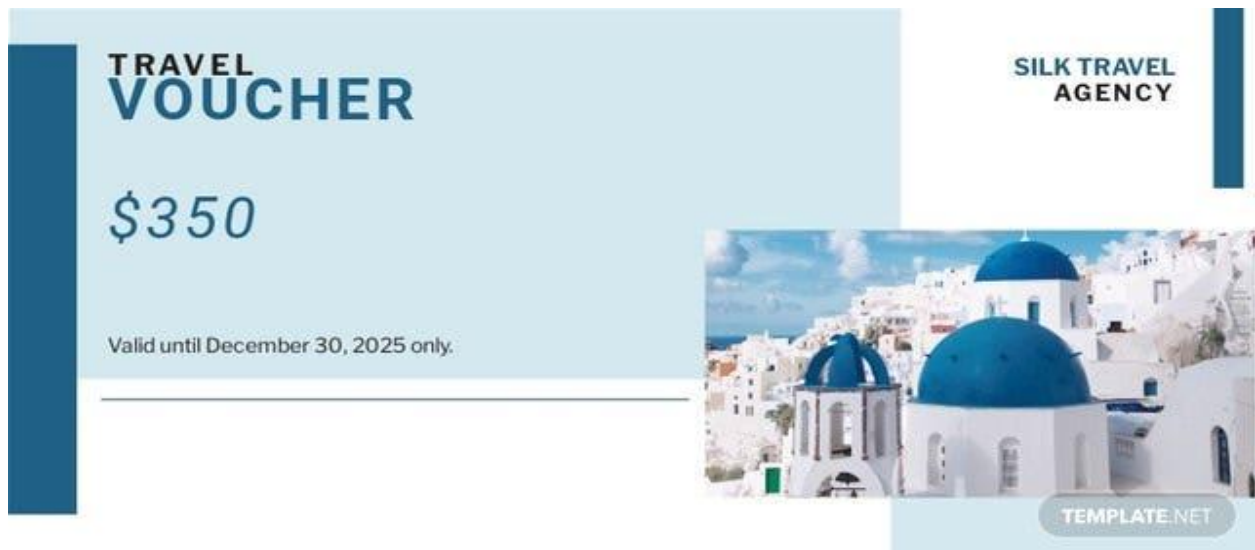

29. Spa Time

For working girls, every day could be tiring and challenging. Help them relax and take a massage by creating an attractive yet modest coupon or voucher. Take the 'Valentine's Day Massage Coupon' and the 'Health and Beauty Spa Gift Certificate' template as an example.

30. It's Time to Travel

Everyone loves traveling, but not everyone could afford to do it. However, you can still entice travelers to avail of your service if you make an excellent coupon or voucher that could lessen their fees. Take the 'Travel Agency Voucher/Coupon' template as an example.

31. Food Is Life

People love food, and the best way to allure them is to show them what your food looks like. Take a look at how the 'Pizza Coupon' template attracts their customers using their food.

32. Ice Cream Day!

Everybody likes ice cream, especially children. So if you're working in the industry, try to make your coupon extra unique and fun. Take a look at how the 'Ice Cream Coupon' template does it.

33. Grab a Meal

If you want to entice your customers to grab your products or meal, you should ensure that your imagery suits you well with perfect designs and edits. Take the 'Meal Gift Voucher/Coupon' template as an example.

34. It's a Sale!

People love shopping, especially if there's a sale. So don't be afraid to promote sales. It can help you drive traffic and generate your sales. Take the 'Sale Discount Voucher/Coupon' template as an example.

35. Save More!

If you want more people to patronize your business, make sure to create a robust marketing strategy. One of which is creating a coupon that could encourage them to save more. Take the 'Travel and Trip Discount Voucher/Coupon' template as an example.

36. Show Some Love for Mom!

Make all moms happy by creating a coupon that is dedicated to them. You can take the 'Mother's Day Coupon Book' template as your reference if you want to make a similar one.

37. Happy Dad's Day!

Celebrate dad's day by making coupons that are dedicated to them. Take the Father's Day Coupon Book' template as your reference if you prefer to make a similar design.

38. Coupons for Babies

An easy way to entice parents is to create a coupon with cute things. Take the 'Funny Babysitting Voucher/Coupon' template as an example.

39. Give Thanks!

One thing to celebrate Thanksgiving is to give back to others. You can do such by making beneficial coupons or vouchers. Take a look at how the 'Thank You Gift Voucher/Coupon' template makes it possible.

40. It's Time to Relax

Encourage people to relax and rest for a while with a simple yet engaging coupon or voucher. Take a look at the 'Beauty Massage Voucher/Coupon' template and see how attractive it looks.

41. Merry and Happy!

When it comes to joyful occasions like Christmas, you should also make a design that suits it well. Take a look at how the 'Christmas Sale Coupon' template uses the appropriate schemes.

42. A Simple Gift

Gifts don't always need to be extravagant. It could be in a simple form like a coupon. You can take the 'Blank Gift Voucher/Coupon' template as an example.

43. Cyber Monday!

Let's celebrate Cyber Monday with creative vouchers and coupons. Take the Cyber Monday Sale Coupon as your reference if you prefer to use the design.

44. Book Lovers

Book lovers would love to get discounts on the books they love. To keep them coming back, create an enticing and engaging coupon. It could benefit both of you. Take the Book Discount Coupon template as an example.

45. Patriot's Day!

Show your love and compassion for your country and show some respect to those who sacrifice their lives for the country by making coupons that could benefit you and your customers. Take the 'Patriot's Day Voucher/Coupon' template as your reference if you prefer to use the designs.

46. Earth Day!

Show your love to Mother Nature and celebrate by making coupons that help consumers with their purchases and keep our environment clean and healthy. Take the 'Earth Day Voucher/Coupon' template as an example.

47. Share Your Blessings!

Complement your employees or loyal customers and give them the appropriate compensation they deserve by creating coupons or vouchers. You can take the 'Cash Voucher/Coupon' template as a reference if you want to make a similar one.

48. Give the Reward

Reward your employees and give them the award or prize they deserve by making an engaging and enticing coupon or voucher. Look at the 'Blank Reward Coupon' template and see how its designs suit well with the theme.

49. Let's Get Married

Make weddings extra special by creating a coupon that could both benefit you and your clients. However, make sure that your designs suit well with your wedding theme or business. You can take the 'Wedding Planners Coupon' and the other template as examples and reference them if you want to make a similar one.

50. Let's Talk About Business

If you want to make a coupon for your business, make sure it suits your brand. Also, don't forget to make it more formal and professional. Take the 'Business Discount Coupon' template as an example.

General FAQs

What is a Coupon?

A coupon is a document or a ticket that people can redeem for a rebate or financial discount when purchasing a product or availing of a service.

What is the purpose of a Coupon?

The goal of a coupon is to entice the customer to try the product or service. Although companies would like the consumer to try their product just because their advertisement is visually appealing, the truth is that the consumer requires an incentive to break free from their old patterns and try something new.

How does a Coupon work?

A coupon is equivalent to cash. The cashier accepts the coupon as though it were money. Some establishments may even double the face value of a coupon, which isn't very frequent these days.

How to get a Coupon payment?

You can get the coupon rate by adding the total amount of annual payments made by a bond. After that, divide it by the bond's face value, then you can get the coupon payment you need.

What percentage of coupons are redeemed?

While most consumers like receiving free coupons, most studies suggest that only about half of them are used. Furthermore, paper coupons are more likely to be redeemed than paperless coupons.