Proposal for 12.12 eCommerce Campaign Star Tech Online Shop

Campaign Details

Particulars	Description
Campaign Period	12 December 2026 to 31 December 2026
Sales Channel	Star Tech Online Shop (Website Only)
Offer	Flat 12% Discount
Maximum Discount	BDT 800 per order
Offer Type	Instant Discount
Promo Code	STAR1212

Offer Mechanism

Customers purchasing products from the Star Tech online store during the campaign period will enjoy a **12% discount up to a maximum of BDT 800 per order**.

Terms & Conditions

1. The campaign will be valid from **12 December 2026 to 31 December 2026**.
2. The offer is applicable **only on purchases made through the Star Tech Online Shop/Star Tech App/(Website)**.
3. Customers will enjoy **12% discount up to a maximum of BDT 800 per order**.
4. The discount will be applicable **only on products sold at regular price/MRP**.
5. Products already under promotion, special pricing, bundle offers, clearance sales, flash sales, or any other discounted price may be excluded from this campaign.
6. If multiple promotional offers are running simultaneously, **customers will be eligible to avail only one promotional offer against a single order, and the highest applicable benefit will not be combined with any other offer**.
7. Star Tech reserves the right to amend, modify, or cancel the campaign at any time without prior notice.

To maximize campaign reach and drive online conversions, Star Tech will execute a comprehensive 360° digital marketing strategy across owned and paid media channels:

- Homepage Banner
- Website Pop-up
- Facebook Campaign
- Instagram Posts & Stories
- Google Display Ads
- SMS Marketing
- Email Marketing
- Push Notifications-Star Tech Apps

To maximize campaign visibility and sales performance, the following support is expected from your site during the campaign period:

- Homepage Banner
- Website Pop-up
- Facebook Campaign
- Instagram Posts & Stories
- Google Display Ads
- SMS Marketing
- Email Marketing
- Apps Push Notifications