gupshup

Maximizing Holiday Profits: RCS

Your Edge this Festive Season

UStyle.

Style.
Bringing You the Best in Fashion

Happy Holidays!

Hi Chris,

Ustyle wishes you a very Happy Holidays 🥰🥰

🌐 **Buy now with 30% off**

RCS message

CHAPTERS

01

The Allure of Festive Season Sales

Christmas & New Year's are pivotal sales moments for brands.

Christmas & New Year's has evolved into global festivals of spending and gifting, deeply rooted in traditions and consumerism.

These occasions offer unmatched opportunities for brands to maximize sales and enhance visibility.

A good run during this season ensures businesses end the year on a profitable and also start the one with their best foot forward.
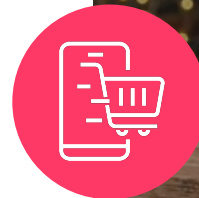
02

Key Marketing Trends

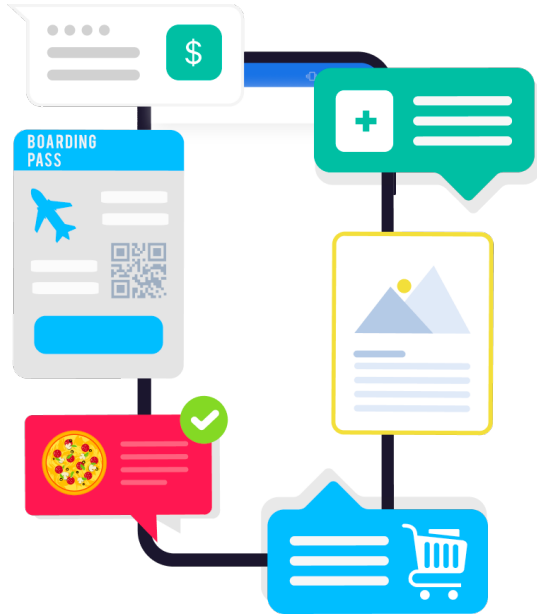**$221.8** Billion — expected E-commerce sales in 2023

7% — increase in consumer spends

75% — consumers looking for deals

51.2% — increase in mobile shopping

Online shopping increase: **7-9**%

gupshup

03

Revolutionizing Business Messaging with RCS

What is RCS Business Messaging?

RCS is the next-generation messaging protocol, enabling businesses to send rich, interactive messages. It surpasses traditional SMS by supporting high-quality images, videos, and audio messages, and features like read receipts, typing indicators, and group messaging. RCS is key for businesses to create custom, engaging, & customer-preferred messages.

gupshup

Rich Media Support: Enables sending high-quality images, videos, and audio messages.

Interactive Elements: Incorporates buttons, carousels, and suggested reply options for enhanced engagement.

Read Receipts: Offers confirmation when messages are read by recipients.

Typing Indicators: Shows when the other party is typing, creating a chat-like experience.

Group Messaging: Allows for group chats, making it suitable for collaborative communication.

Advanced Analytics: Provides detailed insights into message delivery, open rates, and engagement metrics.

Location Sharing: Enables sending and receiving location information.

File Transfer: Supports sending various file types, including PDFs and documents.

End-to-End Encryption: Ensures secure communication between businesses and customers.

Brand Customization: Allows businesses to customize messages with branding elements.

Features of RCS Business Messaging

04

gupshup

The Future of Business Messaging with RCS

What does the future hold for RCS?

The RCS business messaging market is rapidly growing. This growth is driven by its potential for richer and more interactive customer experiences. It represents an innovative approach for businesses to stand out in a crowded market by offering personalized customer experiences using rich media content within the users' native messaging environment.

RCS messaging enhances customer engagement and increases conversion rates. It provides a platform for two-way communication, assisting in quick resolution of customer queries. Importantly, RCS allows businesses to track metrics like open rates and conversion rates, optimizing messaging campaigns for maximum impact.

With RCS Business Messaging, brands can add a new, interactive, & engaging business messaging avenue to their omnichannel strategy.

gupshup
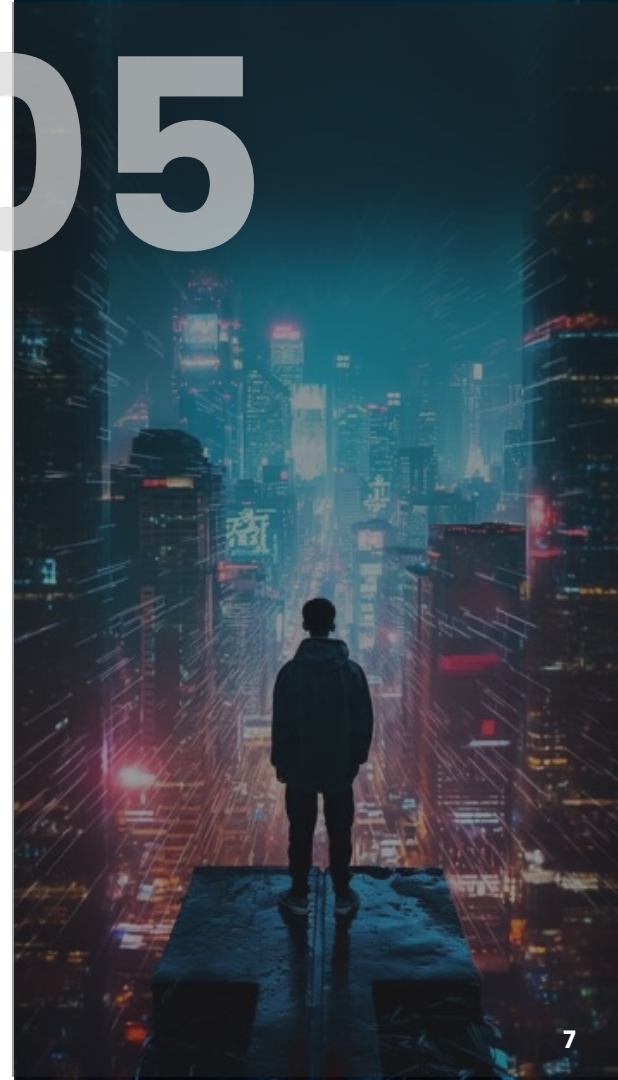
06

Spreading Christmas Cheer Though RCS Messaging
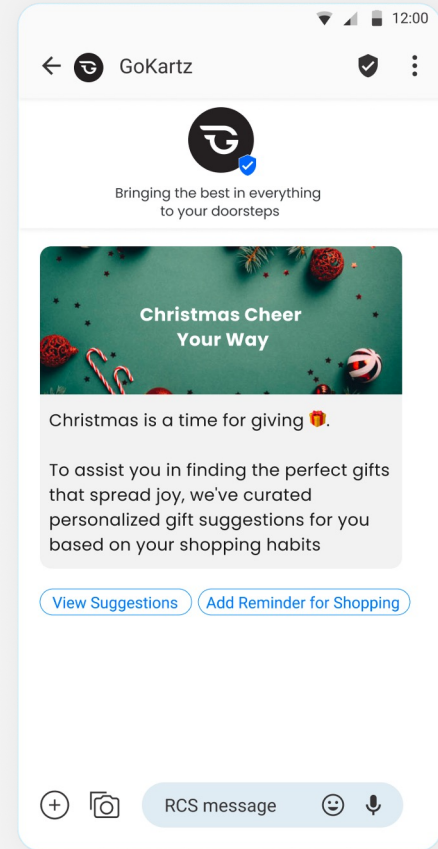
Connecting Emotionally with Customers

# Use Case 01 | **Personalized Gift Suggestions offer**

Christmas is a time of giving, and finding the perfect gift can be a challenge.

With RCS, brands can provide personalized gift suggestions to help customers find the perfect present for their loved ones.

gupshup

# Use Case 02 | **Interactive Christmas Wishlists**

Wishlists are a fun way for customers to engage with the brand and sort their desired products. RCS messaging can facilitate an interactive wishlist creation and sharing experience.
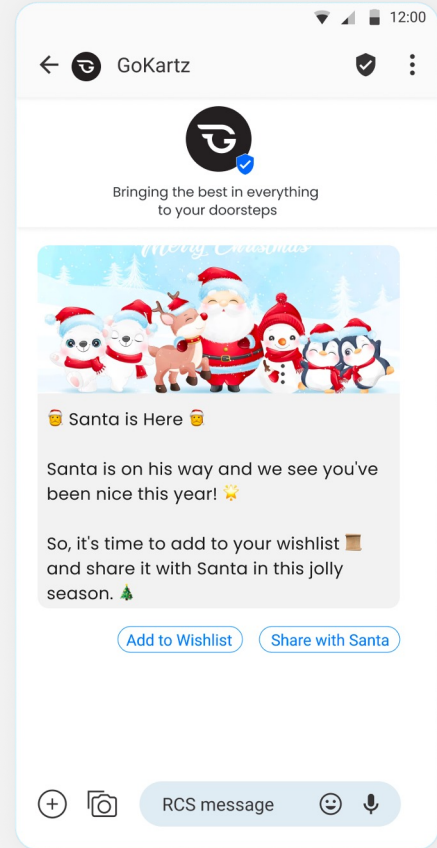
Use Case 03 | **Festive Loyalty Rewards**

Reward loyal customers with exclusive Christmas deals or loyalty points through RCS, fostering a sense of appreciation and encouraging repeat purchases.
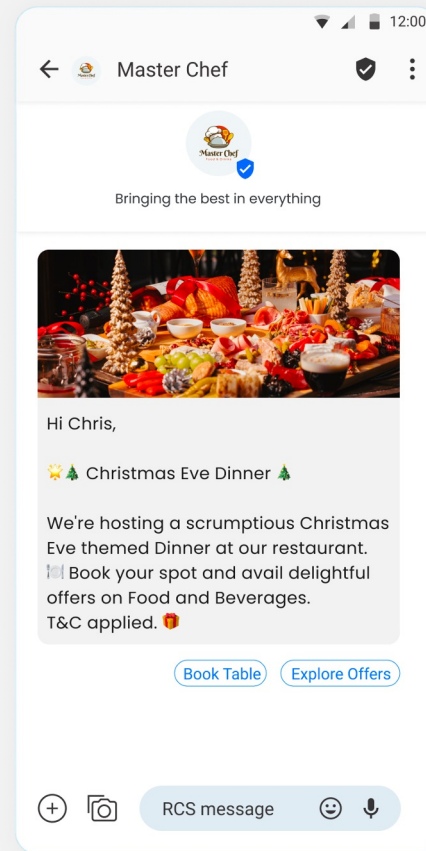
A festive-themed loyalty reward can add to the Christmas cheer and bring customers closer to the brand.

gupshup
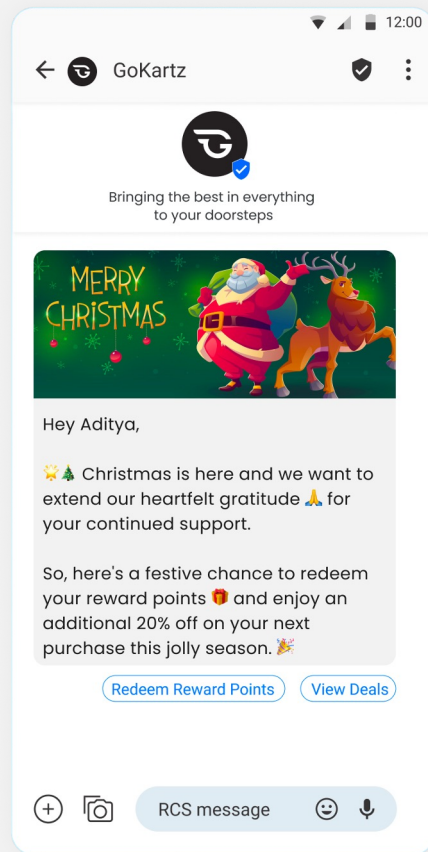
Use Case 04 | **Christmas Event Invitations**

Restaurants can invite customers for online Christmas events, offering a personalized and immersive brand experience.

Send interactive and visually appealing invites over RCS.

Use Case 05 | **Real Time Holiday Delivery Updates**

Keep customers informed about the status of their orders as Christmas approaches, managing expectations and building trust.

Use RCS to provide real-time tracking and delivery updates, enhancing customer satisfaction.

gupshup
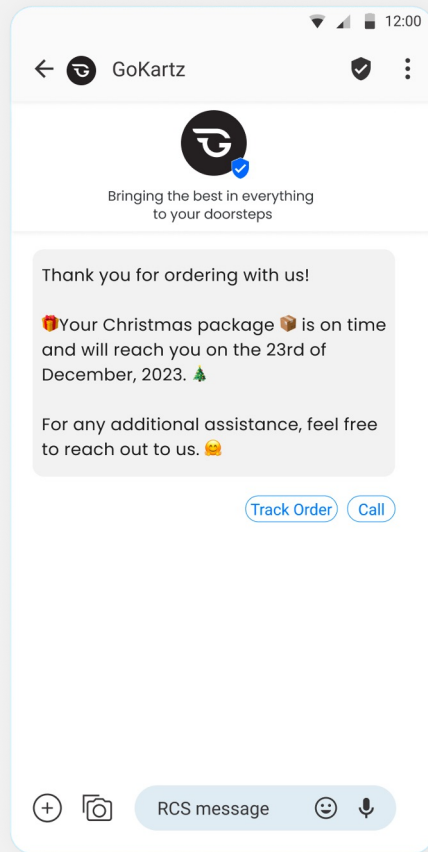
Use Case 06 | Flash Sale Alerts

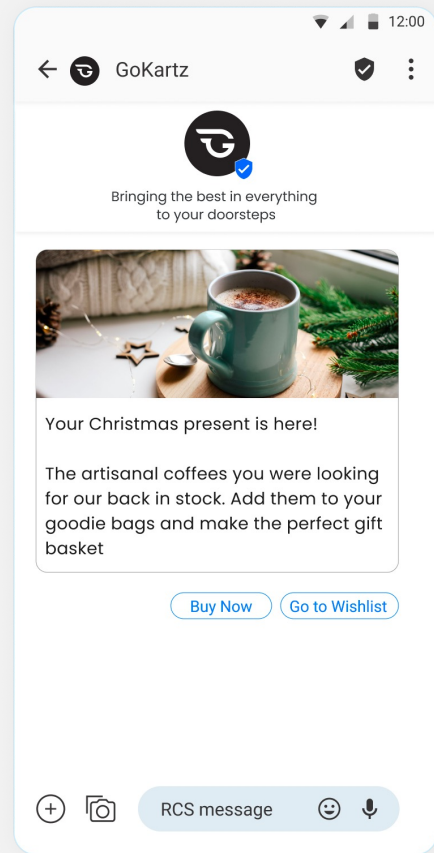Flash sales are an effective way to drive urgency and boost sales.

With RCS, brands can send visually appealing and timely flash sale alerts to entice customers with limited-time offers along with a CTA button, enabling customers to instantly access the sale.

gupshup
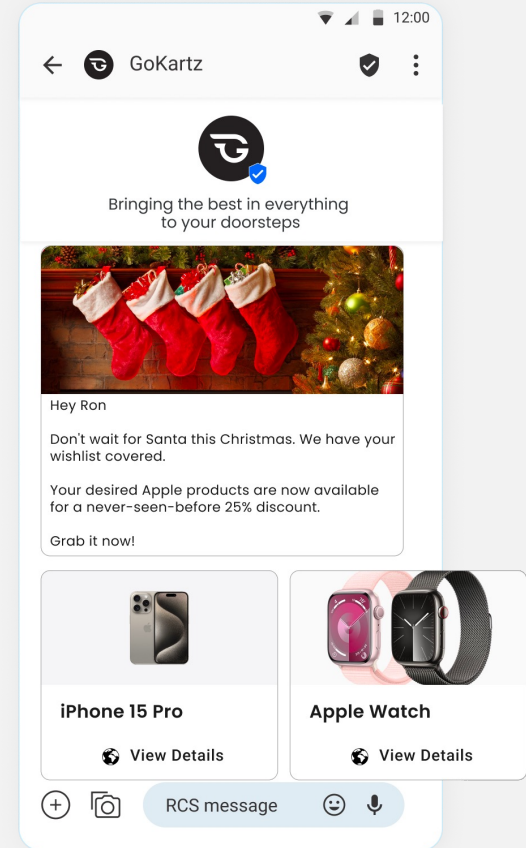
Use Case 07 | **Back-in-Stock Notifications**

Customers can opt to receive notifications when an out-of-stock product becomes available again, enhancing customer satisfaction and potential sales.

Out-of-stock products can be a bummer, but with RCS, brands can notify customers as soon as their desired items are back in stock.


12:00

GoKartz

Bringing the best in everything to your doorsteps

Your Christmas present is here!

The artisanal coffees you were looking for our back in stock. Add them to your goodie bags and make the perfect gift basket

Buy Now   Go to Wishlist

RCS message

gupshup

Use Case 08 | **Interactive Deal Discovery**

Assist customers in discovering the best deals by interacting with them based on their preferences and shopping history.

With RCS, brands can create an interactive deal discovery journey right within the messaging platform.

gupshup
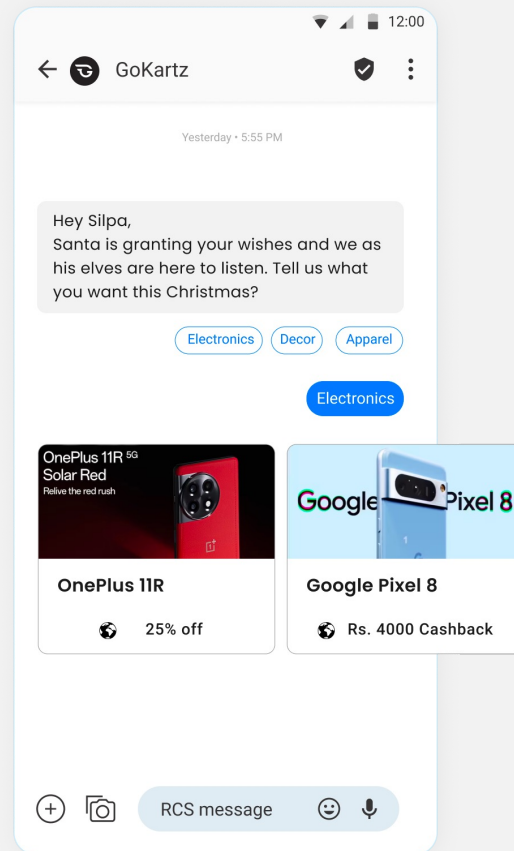
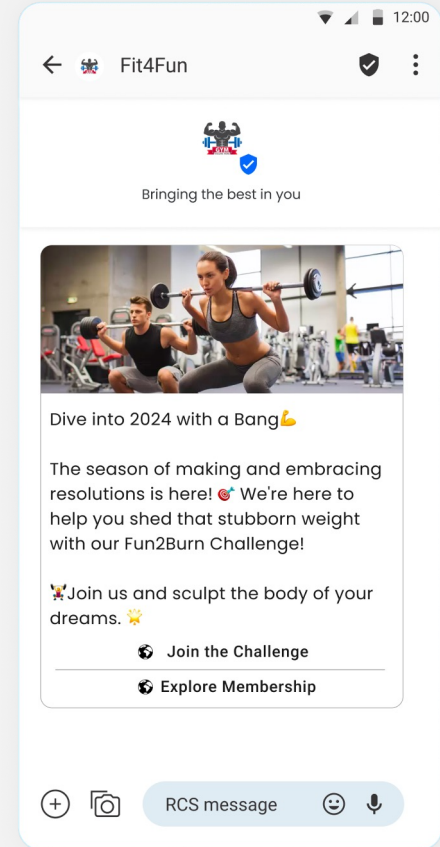# Ringing in the New Year with Engaging RCS campaigns

Setting the Tone for the Year Ahead

Use Case 01 | **New Year Resolution Challenges**

Engage customers with fun and interactive New Year resolution challenges, reinforcing brand values and fostering community engagement.
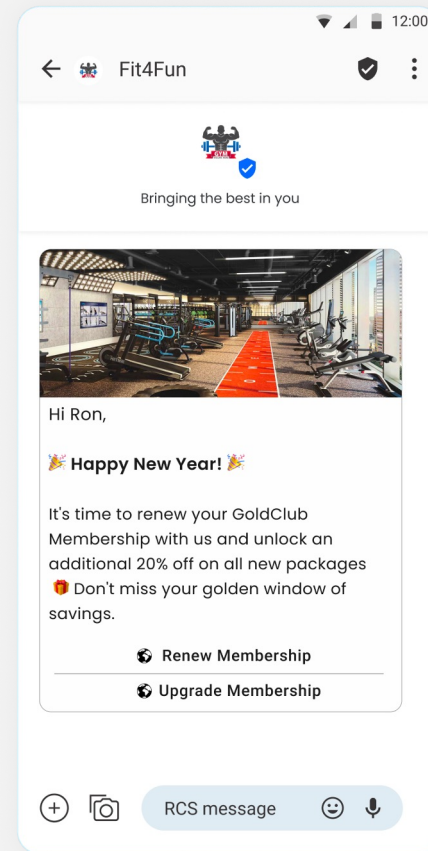
Use Case 02 | New Year Sale Announcements

Announce New Year sales with enticing visuals and exclusive previews, driving traffic and leveraging RCS's interactive features.
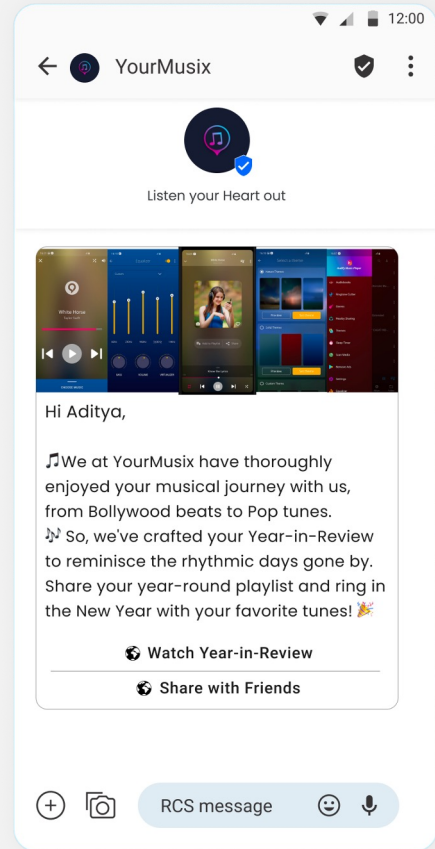
gupshup
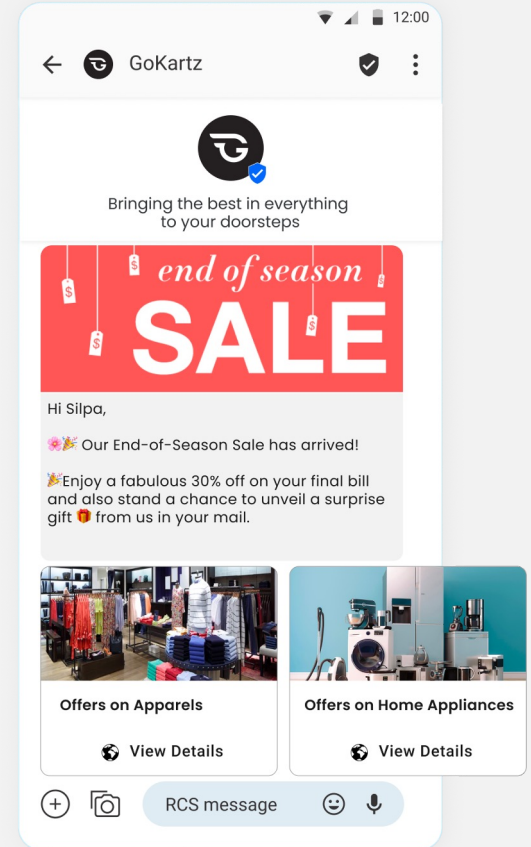
Use Case 03 | **Membership Renewal Reminders**

Send personalized membership renewal reminders over RCS, offering special discounts or benefits for renewing.
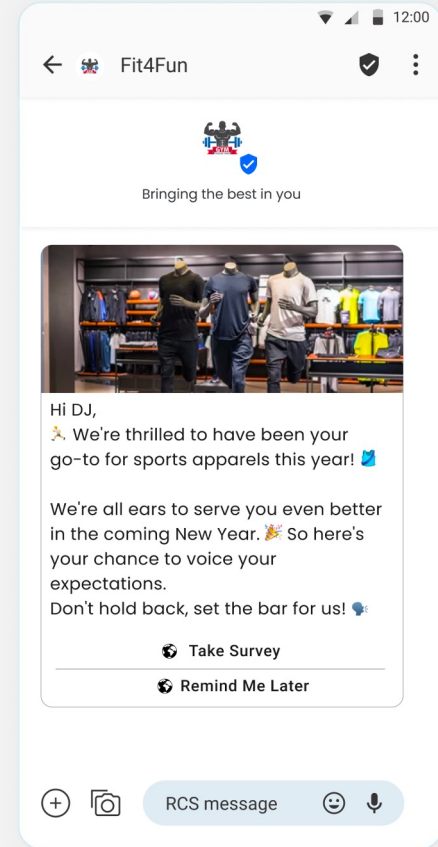
Use Case 04 | **Sharing Year-in-Review Highlights**

Share a personalized year-in-review summary with customers, showcasing their engagement with your brand over the past year.
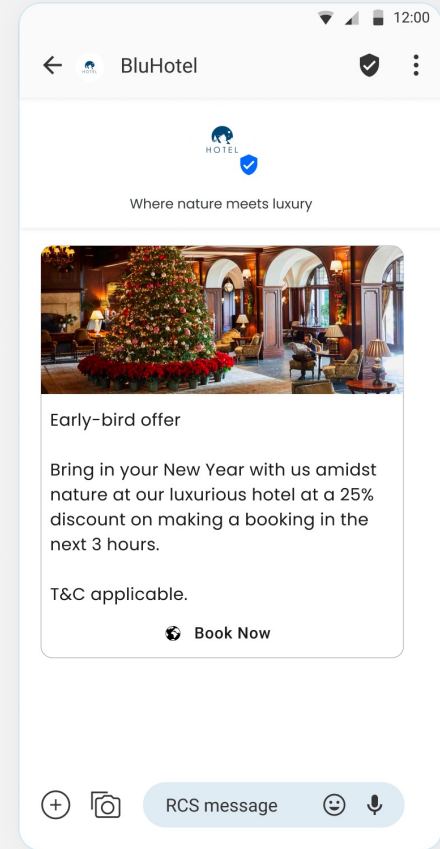
Soliciting New year Feedback

Solicit feedback on what customers would like to see from the brand in the New Year, demonstrating a commitment to continuous improvement.
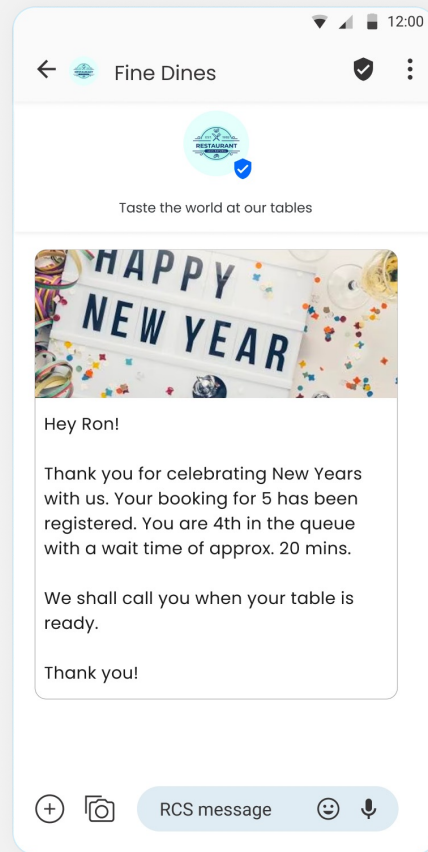

gupshup

Use Case 06 | **Price Drop Alerts**

Price is a major factor in purchase decisions. With RCS, hotels can send price drop alerts to customer, encouraging them to make a booking this festive season.

Use Case 07 | **Virtual Queuing System**

During high-footfall events like New Years dinner, manage restaurant foot traffic by implementing a virtual queuing system through RCS messaging, notifying customers when it's their turn to be seated.

Fine Dines

Taste the world at our tables

Hey Ron!

Thank you for celebrating New Years with us. Your booking for 5 has been registered. You are 4th in the queue with a wait time of approx. 20 mins.

We shall call you when your table is ready.

Thank you!

RCS message

gupshup

Elevate Your Sales This Festive Season with RCS

Book your call

gupshup