

# FMCG

**Increase App Traffic, Sales and Coupon Delivery**



# 1 GENERATE BUZZ AROUND PRODUCTS WITH BRANDED, EASY-TO-SHARE CONTENT

**PUSHTech™ offers a direct and precise tool for sending information about product innovations and activities to customers, dealers and vendors.**

The flexibility of **PUSHTech™**'s multichannel platform allows you to **customize the channel, timings and customer experience**. Increased response rates can be achieved through correct delivery timing and personalised message content.

Send messages to **motivate consumers to interact and engage with your brand**. The **PUSHTech™ platform** has been designed with marketers in mind, the administration tool is user-friendly and supports a wide variety of user scenarios and message types, allowing you to be as creative as you want and to stand out against the competition.



## 2 TELL CUSTOMERS EXACTLY WHERE THEY CAN BUY YOUR PRODUCTS

Until recently, consumers relied on an in-store salesperson to help them exactly what they wanted. However, today's distracted consumers, who are blasted with information and options, often battle to find their desired products.

**With the newest advances in mobile technology, companies are beginning to realise the potential of mobile messaging** and are creating **highly personalised offers** that direct consumers to their merchandise.

Via personalised push messages you can help your possible users find what they need in the simplest, fastest way possible. More than likely when shoppers need to know where to find a product they are going to be walking down the street, in a store browsing or waiting in line. With PUSHTech™'s capabilities your mobile messages can offer useful, **real-time information which will help drive purchases and prevent missing opportunities.**



### 3 TARGET BUYERS WITH GEO-AND EVENT-TRIGGERED OFFERS

**Trigger interactions** at exactly the **right time and place**, improve the customer experience with **personalized messages** which are activated when customers are in your vicinity.

**Steer customers in the right direction** using the **PUSHTech™ messaging platform**. Giving FMCG companies the ability to send mobile messages to customers via SMS or in-app push notifications triggered by geo targeting.

For **customers that have downloaded a brand's mobile application**, **location based services** can be used to send **incentives** to motivate them into **buying your products while on the go**. Event triggered messages have an even higher open rate than other campaigns.



4

## SUGGEST NEW PRODUCTS, SIMILAR PRODUCTS OR NEWER VERSIONS

Approach customers in the moment, send **real-time alerts**, and deliver **product notifications** with easy-to-use mobile messaging. Whether you intend to promote a new product or related products, **mobile devices offer direct and immediate communication** that can be customized and personalized.

Consumers are very likely to use their mobile device while in a store, they are driven by fact and price-checking while making a purchasing decision.

With the **PUSHTech™ multichannel platform**, **FMCG brands can send push notifications** to alert a consumer of an **upcoming sale** or **new product info**. An SMS might be more appropriate when sending the same consumer a notice about other related products after they have made a purchase.



## 5 STIMULATE USE OF EXISTING PRODUCTS

Keeping up with consumer demand is a never-ending process. **Via a brand's mobile application** you can **create product awareness** and with the support of PUSHTech™'s multichannel platform you can send out **personalized push messages** to engage the consumers and **stimulate the use of your existing products**.

Incorporating **value added benefits for app customers** helps generate use, by sending push alerts offering points toward rewards such as discounts or free products. These benefits are exclusively for app subscribers, and help motivate customers to use their products.



## 6 CIRCULATE COUPONS AND OFFERS, PROMOTIONAL CONTENT AND VIDEOS

Give users incentives to revisit your store by offering exclusive coupons or promotions to subscribers.

**Via mobile you can reach people very effectively.**

**A mobile app is a great tool for building awareness.** With PUSH TECH you can send push notifications, SMS and email to circulate coupons, announce offers or share promotional material. **PUSHTech™ can track the activity** of users viewing, clicking or following up on offers.

**Mobile** is one of the **fastest growing marketing strategies**, it is **inexpensive, personal** and **immediate**. Sending out mobile coupons, promotional content and videos are a creative and viable way to boost customer loyalty, increase awareness and rise sales.



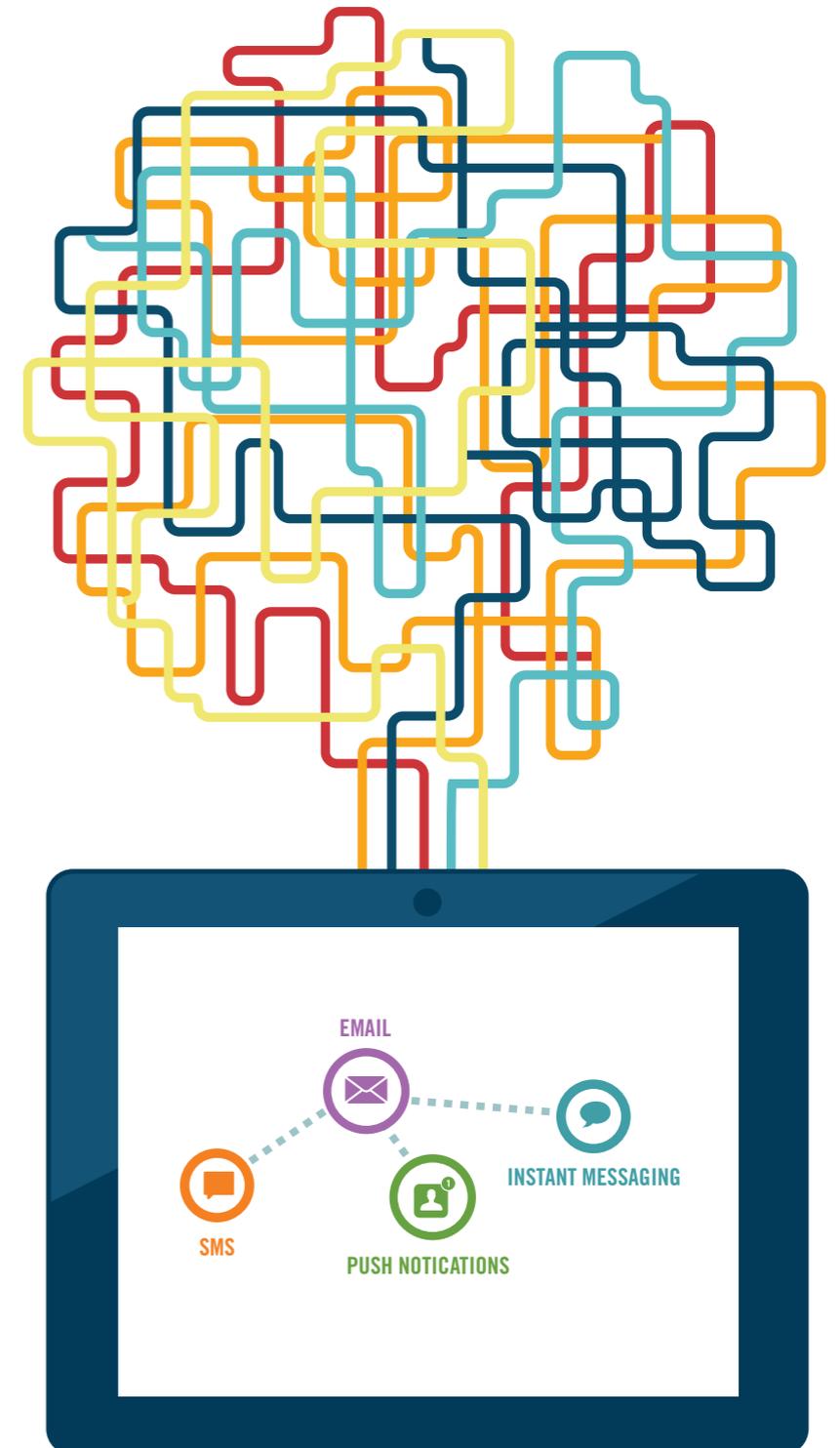
## 7 CREATE OPPORTUNITIES FOR CROSS-CHANNEL ENGAGEMENT

Mobile marketing is all about connecting and co-ordinating customer interactions across multiple channels and devices. Cross channel communication is a powerful method for gaining a fuller, more accurate, all round customer view.

Consumers live in the now. Their needs and expectations are constantly evolving and they desire instant response and satisfaction.

By understanding your customers and targeting them with only the content, products and services they need, customer engagement will dramatically increase.

- Reach your customer at a time when they are most likely to take action, on the preferred channel they are using at that instant.
- Provide customers with additional information that fits with personality and motivations.
- Provide information on the right channel to help them take the next step in the purchasing process.





**FMCG**

**WHITEPAPER**

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