



E-BOOK

Multichannel Strategies for Growing Your E-commerce Brand



Introduction

This E-Book will explore the benefits of multichannel communication for eCommerce businesses, provide practical tips and strategies for implementation, and show you how to use these channels to drive sales, build customer loyalty, and grow your business. We'll explore channels like SMS, RCS, WhatsApp, and video chat to show you how modern brands power their processes.

Mobile Communication Channels

eCommerce brands were born from a desire for a more convenient shopping experience, and the customer communication experience must be just as seamless. Therefore, many eCommerce brands leverage four popular mobile channels: SMS, RCS, WhatsApp, and Video Chat.



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SMS

Studies have shown a significantly higher click-through rate (36%) on SMS campaigns than on email campaigns (6%), making it particularly attractive for businesses seeking to maximize their return on investment. By using segmentation and personalization within campaigns, you can create messages tailored to each customer's needs and point in the purchasing journey, and this practice results in higher conversion rates.

Benefits of SMS for the eCommerce Sector

Easy opt-in:

SMS opt-in provides eCommerce brands with a straightforward and convenient way for customers to sign up for their services or receive notifications. By sending a simple text message containing a keyword, customers can quickly and easily opt-in without entering personal information or completing any registration process. These messages save the business valuable time and resources while providing an easier way to engage with customers.

Real-time updates:

SMS allows eCommerce brands to deliver real-time updates about their products, order statuses, and shipping information. These updates are essential for time-sensitive purchases, such as limited-time offers or flash sales.

Secure Authentication:

SMS opt-in provides eCommerce brands with a powerful tool to ensure the security of their customers' accounts and transaction data. By leveraging two-factor authentication (2FA) and one-time passwords (OTPs), eCommerce businesses can add an extra layer of security unavailable through other communication channels, such as email or social media.

Increased Customer Loyalty:

SMS messaging can help build strong customer relationships by providing personalized and timely communication. E-commerce brands can create loyal customers by sending targeted messages based on customer behavior, preferences, and purchase history.

Four Ways to Use SMS

For eCommerce businesses looking to implement a successful multichannel strategy, SMS is an ideal solution. Here are many ways you can leverage this powerful tool for your business.

1. Order Status Updates

Inform customers of real-time order status updates from purchase to delivery to keep them in the know, increasing customer satisfaction and providing helpful information during their shopping journey.

2. Personalized Messaging

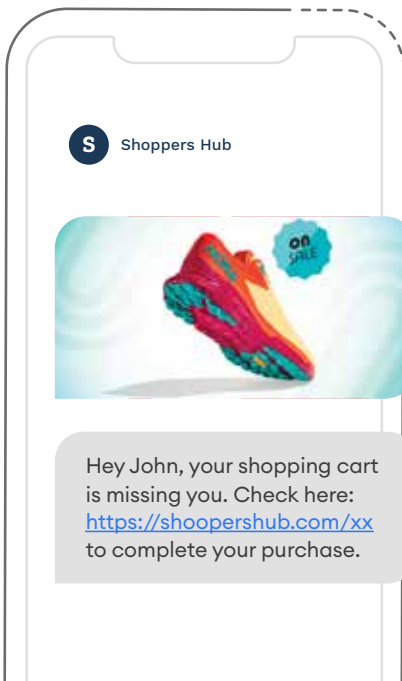
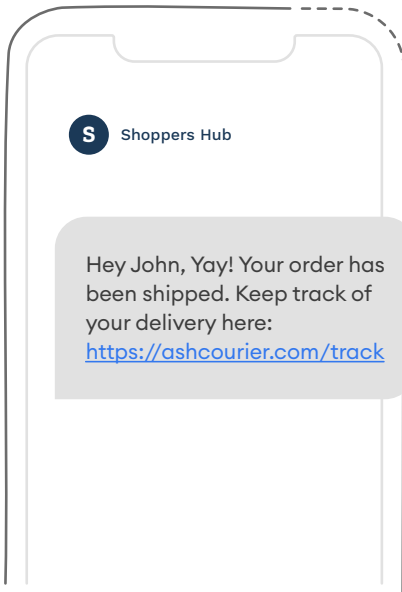
You can use SMS to send personalized messages. Segmentation involves sorting customers into different groups based on behavior, demographics, preferences, purchase history, and more so you can target them with more relevant messages. Automation allows for sending automated messages based on triggers such as an online purchase or abandoned cart. This way, you can send your customers more timely and tailored messages.

3. SMS and Social Media Integration

Consider integrating SMS with social media channels such as Facebook and Twitter to provide customers with a seamless multichannel experience. For instance, you can send an SMS with a link to your Facebook/Instagram page, where customers can find more information about your products or services, engage with your brand, and get updates on upcoming promotions or events. This integration allows customers to interact with your brand across different platforms, making it easier for them to stay connected and engaged with your business.

4. Cart Recovery

Use SMS to recover abandoned carts by collecting customers' phone numbers, setting up an automated campaign, and sending personalized messages with a link to the cart and a possible discount. Monitor and optimize the campaign to increase its effectiveness and boost your eCommerce revenue.



Examples of Successful SMS Campaign Implementations in the eCommerce Industry

Hydrant

Hydrant, a brand that offers rehydration packets, enables shoppers to re-order products via SMS. First, the brand conveys this information to shoppers on their order confirmation page. Then, depending on the amount ordered, Hydrant will send a friendly, optimally timed text message asking the customer if they want to re-order.

The image displays a composite of three screenshots from the Hydrant website and mobile app. The top-left screenshot shows the website's header with navigation links: 'shop', 'learn', and 'subscribe & save!'. The main content area features the headline 'We don't water d We water up.' and a sub-headline 'Set your foundation with our simple wellness solutions. All hydration, no BS.' with a 'SHOP NOW' button. The top-right screenshot shows the checkout process, including a 'Hurry, we've reserved your post-purchase offer for 09-43!' message, 'Express checkout' options (shop, amazon pay, PayPal, G Pay), and a 'Contact information' section with a checkbox for 'Email me with news and offers'. The bottom-right screenshot shows a mobile app interface with a 'Hydration' header and a 'Fast-acting hydration so you can make it happen.' message. A bottom overlay shows a 'Phone (optional)' field, a checkbox for 'Send me special offers through text*', and a 'Continue to shipping' button.

hydrant

Cart > Information > Shipping > Payment

Hurry, we've reserved your post-purchase offer for 09-43!

Express checkout

shop amazon pay PayPal G Pay

OR

Contact information Already have an account? Log in

Email or mobile phone number

☒ Email me with news and offers

Shipping address

Country/region Australia

First name Last name

Company (optional)

Address

Apartment, suite, etc. (optional)

Suburb State/territory Postcode

Phone (optional)

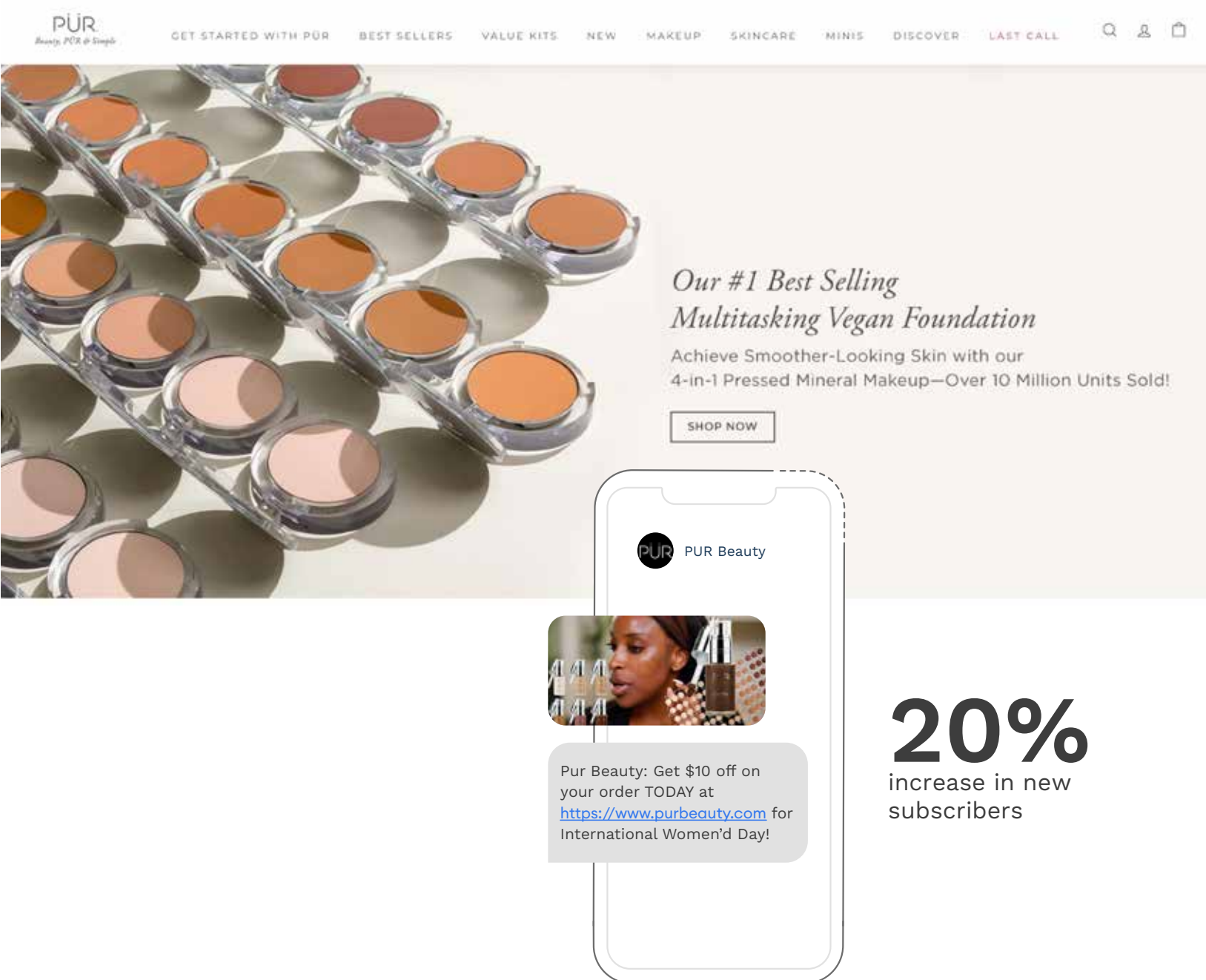
☐ Send me special offers through text*

*I agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our [Terms of Service](#) and [Privacy Policy](#).

< Return to cart Continue to shipping

Pür

Pür, a makeup brand owned by Astral Brands, sends up to two text messages a week and has maintained that frequency since the pandemic, with a shift in messaging focus towards the quality and benefits of its products. After this strategic move, the company experienced a 20% increase in new subscribers signing up via its website. Pür intends to continue with this long-term strategy.



The screenshot displays the Pür Beauty website. The top navigation bar includes links for 'GET STARTED WITH PÜR', 'BEST SELLERS', 'VALUE KITS', 'NEW', 'MAKEUP', 'SKINCARE', 'MINIS', 'DISCOVER', and 'LAST CALL'. A search icon, a user profile icon, and a shopping cart icon are also present. The main visual is a large image of various shades of Pür's 'Multitasking Vegan Foundation' in small, round containers. To the right of this image, the text reads: 'Our #1 Best Selling Multitasking Vegan Foundation', 'Achieve Smoother-Looking Skin with our 4-in-1 Pressed Mineral Makeup—Over 10 Million Units Sold!', and a 'SHOP NOW' button. Below this, a smartphone mockup shows the Pür Beauty app interface, featuring a profile picture of a woman and a promotional message: 'Pur Beauty: Get \$10 off on your order TODAY at <https://www.purbeauty.com> for International Women'd Day!'. To the right of the smartphone, a large '20%' is displayed, followed by the text 'increase in new subscribers'.

PÜR Beauty. PÜR @ Simple

GET STARTED WITH PÜR BEST SELLERS VALUE KITS NEW MAKEUP SKINCARE MINIS DISCOVER LAST CALL

Our #1 Best Selling
Multitasking Vegan Foundation

Achieve Smoother-Looking Skin with our
4-in-1 Pressed Mineral Makeup—Over 10 Million Units Sold!

SHOP NOW

PÜR PUR Beauty

Pur Beauty: Get \$10 off on
your order TODAY at
<https://www.purbeauty.com> for
International Women'd Day!

20%
increase in new
subscribers

RCS

RCS allows users to take advantage of previously exclusive capabilities of OTT messaging apps directly within the messaging app on Android devices. In addition, RCS offers customized branding, suggested responses, action buttons, and much more. With RCS, the native messaging suite becomes a place where users can do everything from booking a flight ticket, ordering a pizza, and shopping online.

Nearly 80% of consumers find RCS appealing, and 74% say RCS would make them more likely to want to communicate with a brand. -(GSMA)

Benefits of RCS for eCommerce

Enhanced Customer Experience

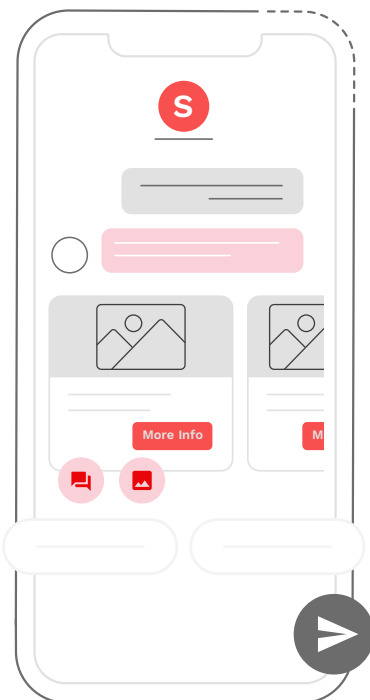
RCS messaging offers an improved customer experience through its advanced multimedia capabilities, such as viewing images and videos, interacting with buttons, and more. These features allow for a deeper conversation engagement, providing customers with a more interactive and engaging experience than traditional text-only messages.

Increased Engagement

This messaging channel provides customers with a more personalized, interactive experience that facilitates transactions. Customers can take actions directly from the message, such as making purchases or booking appointments, without switching apps or navigating websites. This streamlined process encourages customers to engage with your business and offers greater convenience.

Improved Brand Image

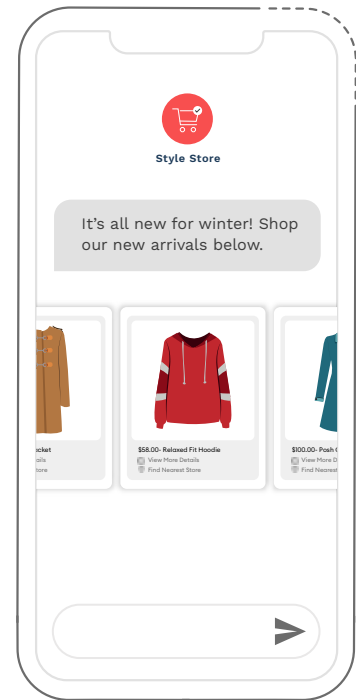
Rich media capabilities enabled by RCS technology can help e-commerce businesses gain a competitive edge and present a sophisticated, professional image. By leveraging the benefits of advanced messaging solutions, your business can stand out from its competition and provide customers with an enhanced experience.



Three Ways to Use RCS

1. Product Carousels

With RCS, e-commerce brands can create product carousels that allow users to browse products and make purchases directly within the messaging app. This feature can be handy for brands promoting multiple products or sales within a single message. For example, a brand can create an RCS message that showcases different styles of clothing or accessories in a carousel format, allowing customers to browse and select items they're interested in quickly.

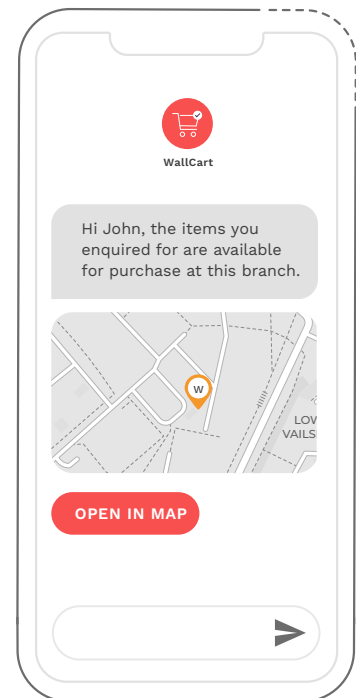


2. Location Maps

Brands can also use RCS to provide maps that help users locate nearby stores or pick-up locations, which can be especially helpful for brands with brick-and-mortar locations, as it can help drive foot traffic to physical stores. For instance, if a customer is near a brand's physical store, the brand can send them an RCS message with a map and directions to the store.

3. Interactive Content

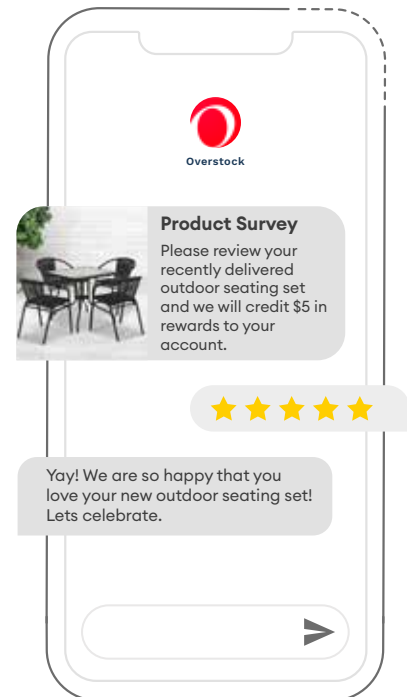
RCS allows brands to create interactive content within messages, such as quizzes, surveys, and polls. It can be a great way to engage users, gather feedback on products and promotions, and gather valuable customer preferences and behavior data.



Examples of Successful RCS Campaign Implementations in the eCommerce Industry

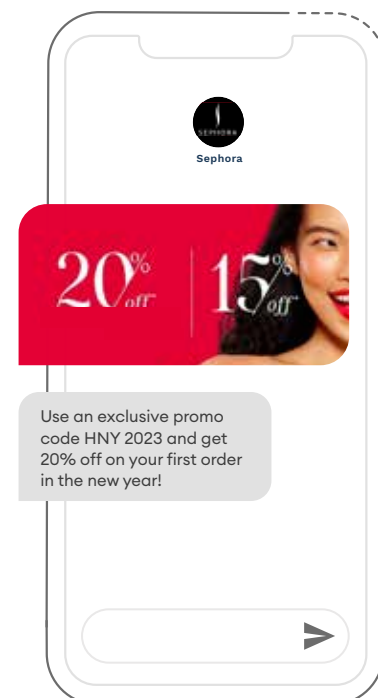
Overstock

Overstock is an American eCommerce chain providing a wide selection of home decor and furniture products. To facilitate user experience, the company has developed an RCS chatbot that allows customers to explore the options on Overstock interactively. Users can respond quickly using the suggested responses and have a look at the products via Images added to the chatbot message.



Sephora

Sephora is a well-established beauty and cosmetics retailer that leverages the power of RCS messaging to engage customers and promote its products. Using purchase data, Sephora sends personalized messages to customers featuring new products' latest images and videos, allowing them to purchase directly within the messaging app. This innovative approach to customer engagement and product promotion has enabled Sephora to increase customer loyalty and drive sales.

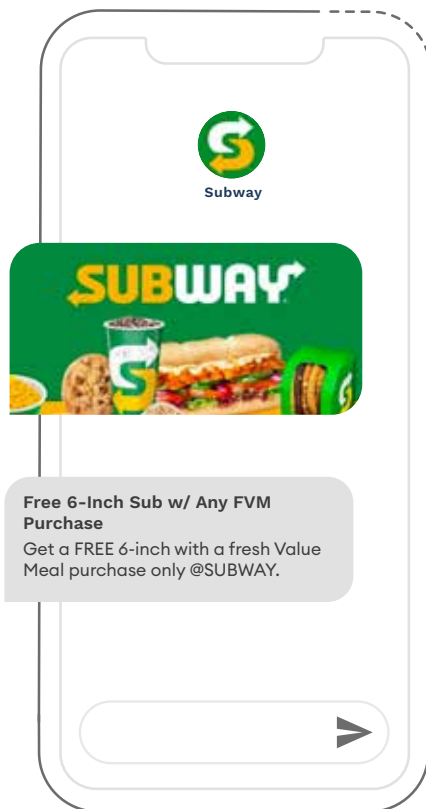


Subway

Subway, the world's largest fast-food chain, sought to establish a more personal connection with its customers and increase engagement and sales. To do so, they embraced RCS messaging for their promotional campaigns. Accordingly, Subway compared the results of the A/B test between traditional SMS campaigns and those sent by RCS.

The content for the campaigns remained consistent, though the RCS version included Subway's logo, product images, and buttons. The first offer was for their most popular sandwiches priced at \$11.99, and the second was a \$20 meal deal.

Outcome: The RCS messaging campaign was a huge success. The conversion rates were 140% higher for the RCS promotion than for the SMS promotion.



WhatsApp API

WhatsApp Business API is disrupting the eCommerce sector, enabling companies to reach the right audience through effective and affordable communication quickly. By leveraging its immediacy and scalability, eCommerce brands can enhance customer engagement with promotions, offers, and updates.

The WhatsApp Business API provides eCommerce businesses with a comprehensive customer experience platform, allowing them to interact with customers in real-time and manage their relationships more effectively. It integrates seamlessly with existing CRM systems to give brands powerful analytics insights and the ability to strengthen engagement and communication with customers. By leveraging this API, businesses can improve customer interactions and ultimately enhance their bottom line.

Benefits of Using WhatsApp for eCommerce Businesses

High Engagement Rates

WhatsApp has an open rate of over 70%, significantly higher than email (20%), which means your customers are likelier to see your messages, leading to higher engagement rates and better results. Additionally, WhatsApp allows you to segment your audience to send personalized messages and offers to specific groups of customers.

Quick and Easy Customer Support

With WhatsApp, businesses can provide quick and easy customer support by responding to questions in real-time. This allows customers to get help quickly without waiting hours or days for a response. WhatsApp also provides businesses with the ability to store customer conversations so that they can track conversations over time and provide better customer service.

Seamless Sales Process

WhatsApp now allows businesses to accept payments via their app, streamlining the purchasing process for customers and enabling companies to send tailored offers or discounts directly through the platform. Integrating WhatsApp into your existing marketing stack can drive increased sales and provide a more convenient experience for consumers.

How Can Your Brand Use WhatsApp Business

For eCommerce businesses, leveraging WhatsApp can be a great way to engage customers and drive sales. Here are some effective campaigns to leverage WhatsApp for your business:

Multilingual Service

WhatsApp's global presence in 180 countries, including 133, where it is the messaging leader, makes it an ideal platform for eCommerce businesses to communicate with international customers. Creating a bot flow in customers' native language can help you win over clients and solve their issues quickly. This unique feature allows you to automate customer service, reduce response times, and increase customer satisfaction.

FAQs:

You can use a WhatsApp bot to answer generic questions about refunds and delivery and direct clients to the right products. This feature takes the pressure off the customer support team and helps customers avoid browsing pages of FAQs. In addition, the bot can provide quick replies and rich media to enhance the customer experience.

Get Real-Time Feedback

WhatsApp can gather real-time customer feedback through personalized messages and Quick Reply buttons. WhatsApp's high open and engagement rates make it a unique channel for feedback, and businesses can also offer incentives such as discounts for completing surveys. Real-time customer feedback helps improve the quality of products and services and make data-driven decisions.

Process Sales & Accept Payments

With WhatsApp, your brand can now process sales and accept payments directly through the app, which makes it easier for customers who no longer have to leave the app to complete a purchase or payment transaction.

Examples of Successful WhatsApp Campaign Implementations in the eCommerce Industry

OTTO

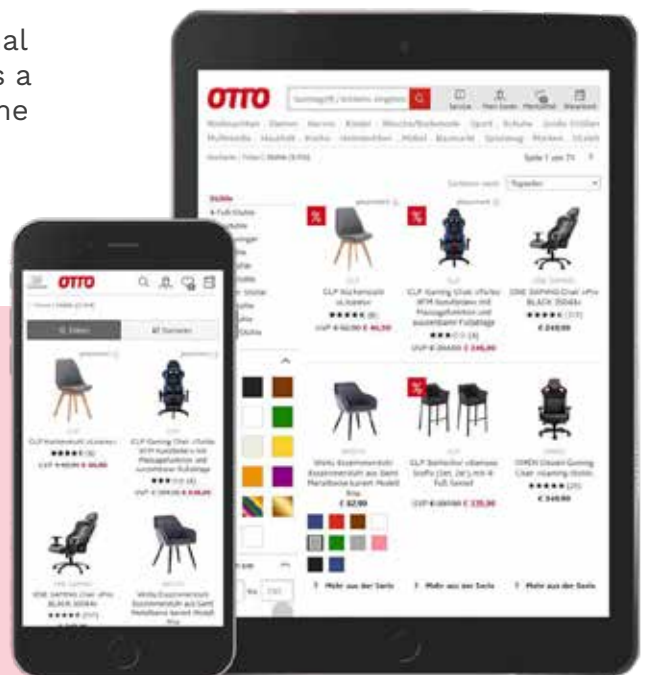
OTTO is a famous European eCommerce brand. However, the company wanted to create a better customer shopping experience and sought to improve its support channels.

Previously, their support team used to handle customer complaints and product-related queries via email/calls. The process was tedious and time-consuming. OTTO wanted to open a direct dialogue with its customers by providing a user-friendly channel that they could use to connect with the customer service team instantly.

As part of the process, OTTO trained its customer support team and set up service centers to handle WhatsApp requests after integrating WhatsApp Business API into their systems.

With WhatsApp, OTTO's customer service agents were able to interact with customers in a direct and personal manner, thereby resolving their issues much faster. As a result, there was a 15% decrease in average handle time for simple customer requests compared to email.

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Video Chat

Over the last few years, online commerce has experienced rapid growth as more businesses leverage technology to meet customer needs. In addition, as shoppers move away from in-person interactions, technologies like video chat have emerged with great potential to revolutionize eCommerce.

Video chat allows brands to offer direct and personalized customer support, ensure product authenticity, and contribute to improved customer satisfaction. In addition, by combining emerging technologies like artificial intelligence and facial recognition into video chat, eCommerce retailers now stand a greater chance of bringing down acquisition costs and increasing the likelihood of retaining customers.

The Benefits of Using Video Chat in eCommerce

Enhanced Virtual Shopping Experience

Video chat allows you to offer virtual shopping experiences to customers, providing them with personalized advice and assistance from sales representatives or stylists. With smart glasses, customers can see products from different angles and better understand how they look or fit before purchasing. This results in an enjoyable shopping experience from the comfort of their own homes.

Personalized Sales Assistance

With video chat, you can offer customized sales assistance to customers anywhere in the world. Sales Representatives can guide customers through product catalogs and answer questions, building trust and increasing loyalty. In addition, screen sharing and co-browsing allow customers to guide customers through the purchasing process and address concerns. This level of personalized service helps customers make informed purchase decisions and enhances the shopping experience.

Quicker Time-to-Resolution

Using video chat for customer service is a fast and efficient way to resolve customer issues. It eliminates the frustration of long wait times and repetitive interactions with multiple agents or systems. Video chat explains complex issues easily, resulting in shorter wait times and increased customer satisfaction, leading to better brand loyalty.

Competitive Advantage

Implementing video chat within your communication system can give your brand a significant competitive advantage by providing customers with an innovative shopping experience. It also helps improve brand recognition as customers will remember a company that offers this type of service positively compared to those that don't.

How Your Brand Can Use Video Chat

Video chat can help engage customers and provide a personalized shopping experience in various scenarios. Here are some practical ways to leverage video chat for your business:

Real-Time Product Demos

You can use video chat to give real-time product demos, which is excellent for selling complex products that require explanation or demonstration. This feature can help build trust and confidence in the product, increase the likelihood of a purchase, and allows you to address any questions or concerns that customers may have in real-time.

Personal Consultations

Personal consultations to provide expert advice or customer recommendations are a great use of video chat. They can be especially beneficial if you sell products requiring specialized knowledge or customization, such as skincare or home décor. Personal consultations can also help build a stronger relationship between you and the customer, leading to increased loyalty and repeat purchases.

Virtual Events

E-commerce businesses can also use video chat to host virtual events, such as product launches, webinars, or Q&A sessions. Virtual events allow businesses to connect with a wider audience and provide a more immersive experience. They can also help gather customer feedback and insights in real-time, leading to more informed decision-making.

Remote Technical Support

Use video chat to offer remote technical support to customers experiencing issues with your product, which makes it invaluable for businesses that sell technology products such as computers or smartphones. Remote technical support allows you to troubleshoot problems in real-time, increasing customer satisfaction and reducing the need for costly in-person support.

Examples of Successful Video Chat Implementations in the eCommerce Industry

Here are some examples of eCommerce brands that use video chat as part of their marketing and customer service strategy:

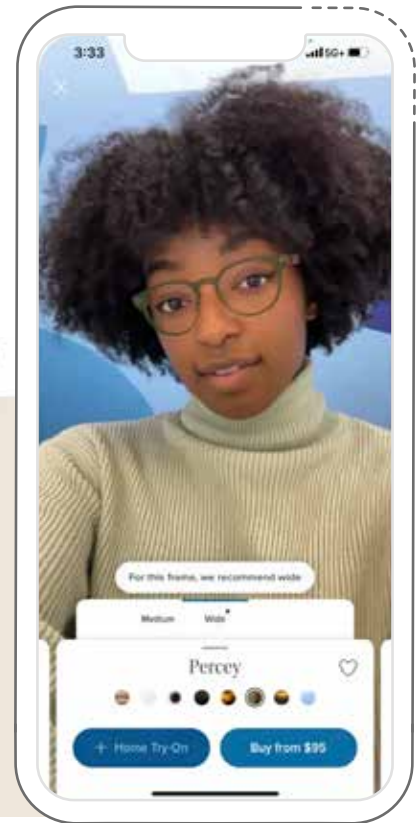
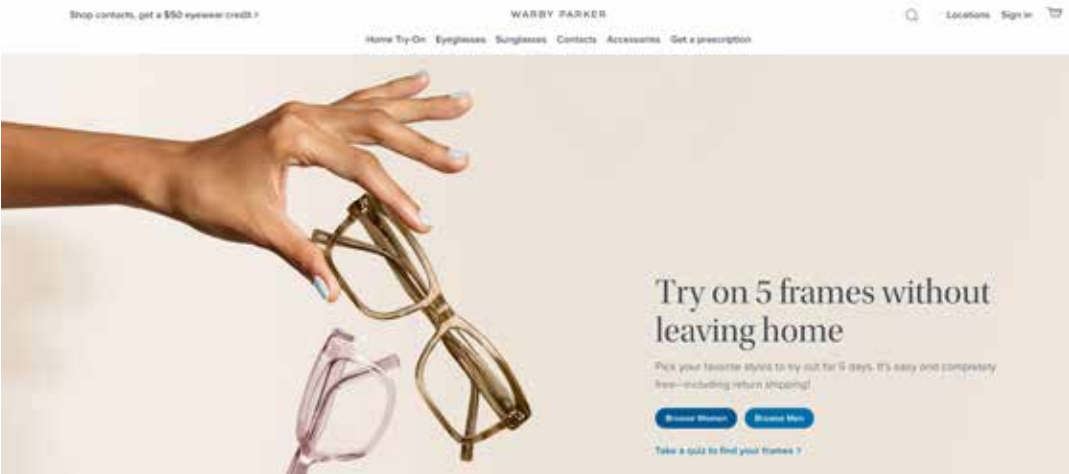
Lululemon

Lululemon is a famous athletic apparel brand that uses video chat to provide customers with personalized shopping experiences. The brand offers a virtual shopping service called "Virtual Shopping Experiences" that allows customers to book one-on-one video chats with a Lululemon expert who can help them find the right products and sizes.

The screenshot displays the Lululemon website's header with navigation links: "CONNECT WITH US", "SHOP LULULEMON", and "DIGITAL BULK ORDERS". The main banner features the text "Shop virtually with a Product Expert. Connect fast, free and right now." alongside a video of a smiling woman with curly hair and glasses. Below the banner are three icons: "Fit & Size Help", "Footwear", and "Product Recommendations". A white video chat overlay is positioned in the bottom right corner, featuring the Lululemon logo, a close button, and the text: "Click the 'video chat now' option to start. Your video chat will be recorded for safety, quality assurance and training purposes. Please stay on this page until you connect with an educator." A red "Video Chat Now" button is located at the bottom of the overlay.

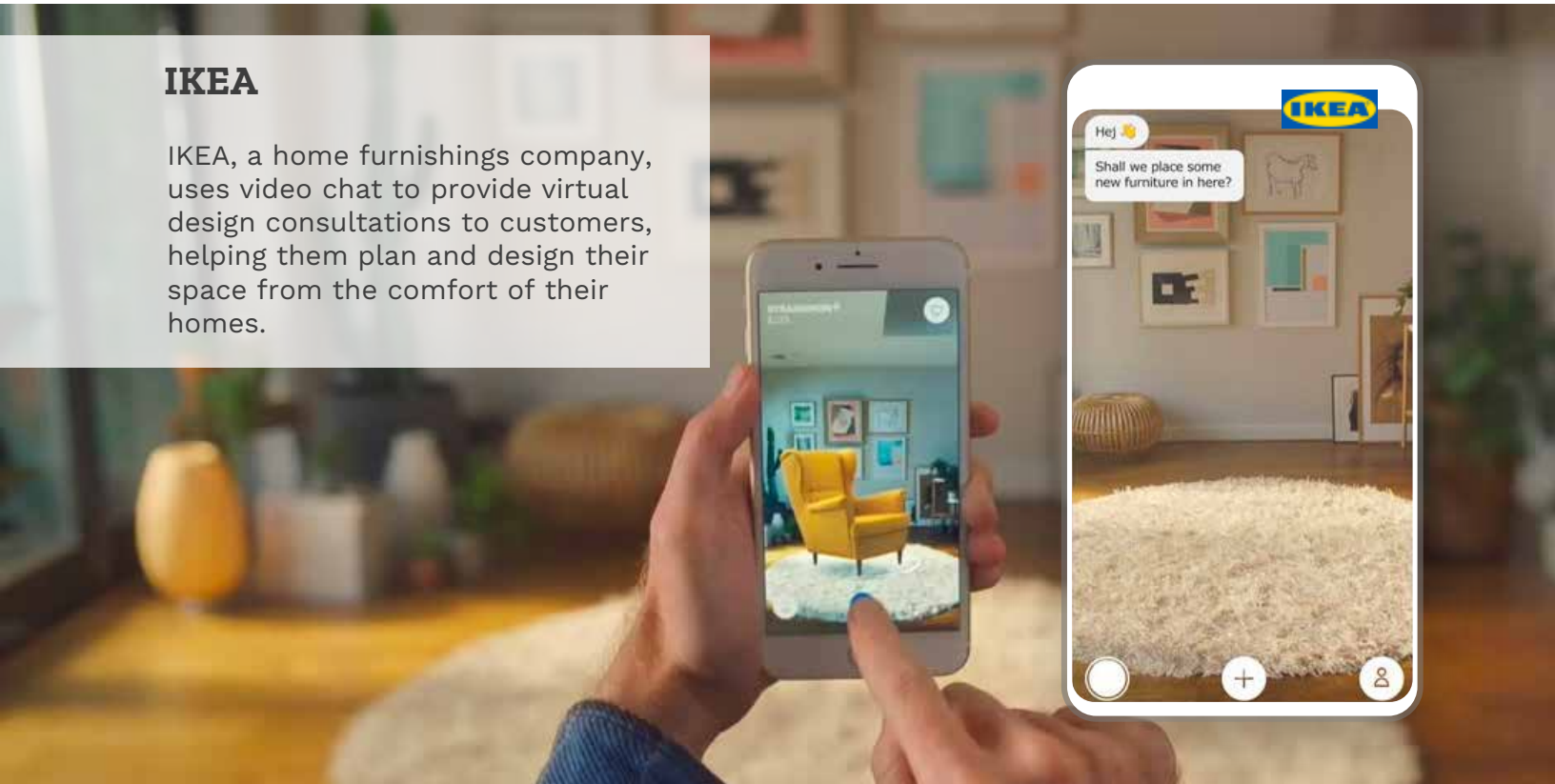
Warby Parker

Warby Parker is an eyewear brand that uses video chat to provide customers with virtual try-on experiences. For example, the brand offers a virtual try-on service called "Home Try-On" that allows customers to order up to five pairs of glasses to try on at home and then schedule a video chat with a Warby Parker expert to get feedback and advice on which glasses to choose.



IKEA

IKEA, a home furnishings company, uses video chat to provide virtual design consultations to customers, helping them plan and design their space from the comfort of their homes.



Final Thoughts

eCommerce businesses must prioritize multichannel communication to stay competitive and meet the evolving needs of their customers. By leveraging the power of SMS, RCS, WhatsApp API, and WebRTC/video chat, brands can provide personalized and engaging customer support, improve the customer experience, and increase sales and revenue.

Throughout this E-Book, we've explored the benefits of each channel and provided best practices and examples of successful implementations in the eCommerce industry. By following these tips and strategies, you can create a comprehensive multichannel strategy that meets your customer's needs and helps drive revenue growth.

