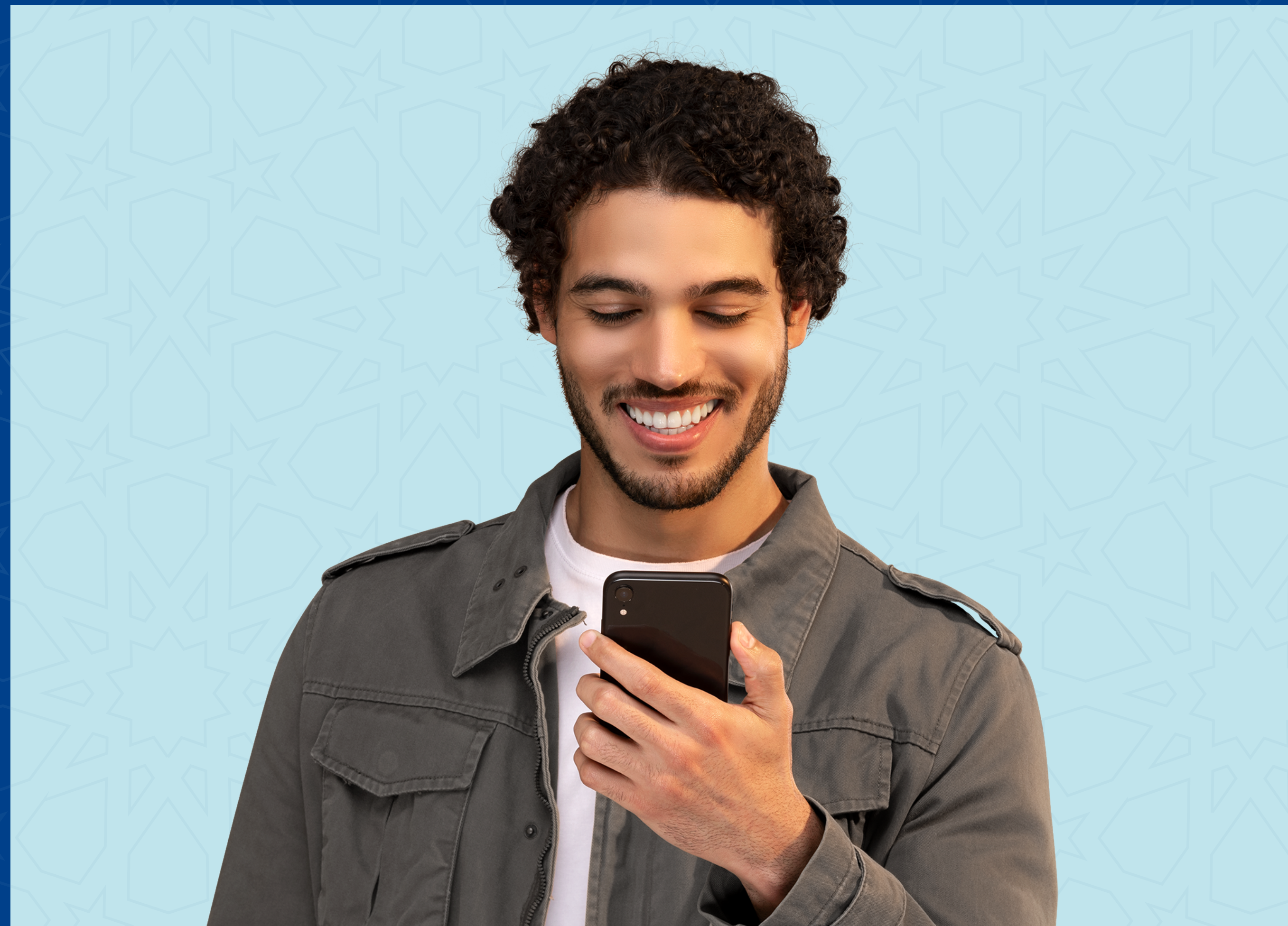


Ramadan & Eid

Conversational Marketing Playbook

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Ramadan & Eid is a time of transformation and celebration for people around the world. A time for reflection and connection.

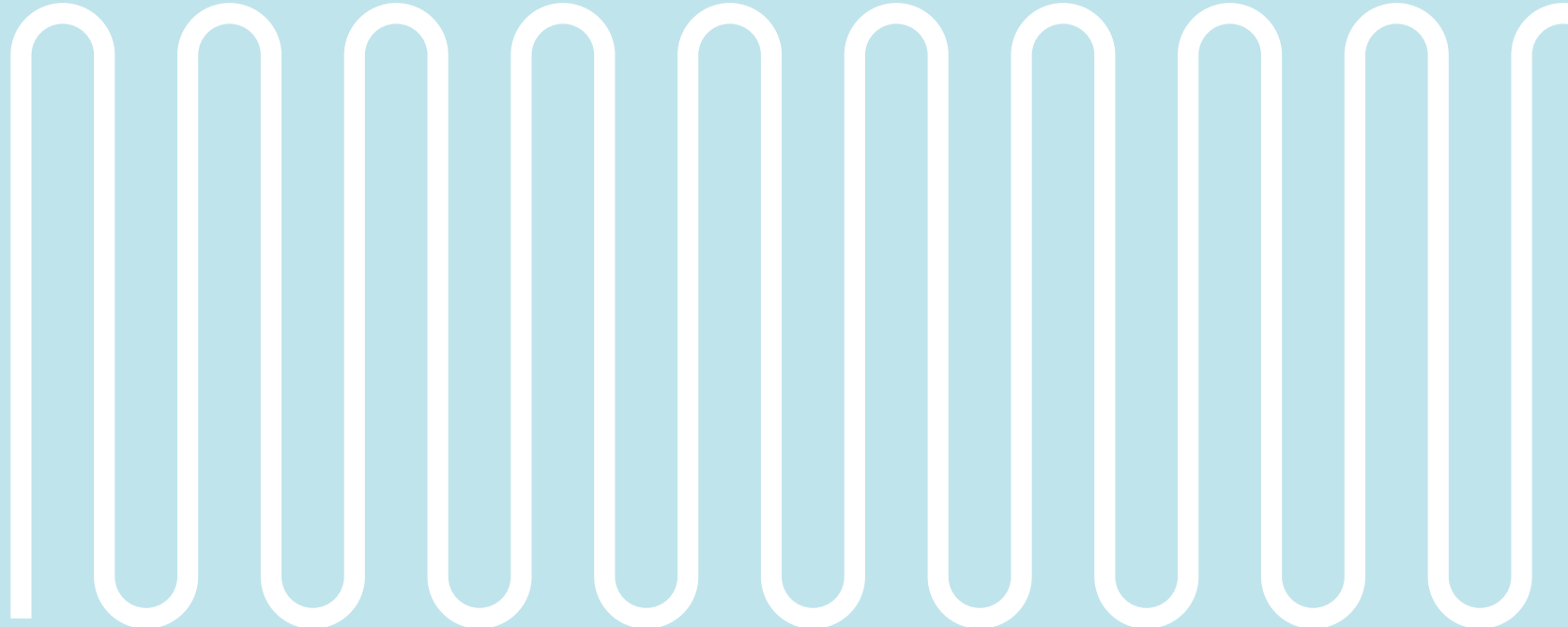
As reported by Meta, 71% of shoppers spend more time exploring products and making purchases during this time, than during the rest of the year.

Brands need to ensure they are present on the right channels during Ramadan to ensure they capture the attention of online, social and mobile shoppers during the season. With 71% of shoppers agreeing it's easier to complete their Ramadan shopping with personalised product and gift suggestions, there is greater urgency to ensure messages are personalised.

Automation and integration remain a key marketing priority, to manage volumes, and ensure brands not only capture but convert these opportunities in the moment - at any time, night or day.

With 66% of shoppers feeling more connected to a brand through instant messaging during Ramadan and Eid, conversational messaging channels like WhatsApp and Facebook Messenger offer a clear and practical route to reaching customers. And with 37x more conversions compared to SMS and 3x higher response rate compared to email, WhatsApp not only drives conversion but, with the help of chatbots, can help to move buyers through your marketing and sales funnel, instantly.

Whether you're still considering using conversational marketing channels like WhatsApp, just getting started, looking for ways to expand your use, or make it work together with your traditional marketing tactics, consider this an inspiration guide for elevating the impact of your Ramadan & Eid Campaigns.



Contents

In this playbook, we will provide the Ways to use WhatsApp this Ramadan and Eid to meet customers where they are.



1 Click to WhatsApp from Ads

2 Ramadan and Eid Greetings & special events

3 Send Special Offers Over WhatsApp

4 Promote New Products & Services

5 Make Product Recommendations

6 Offer recommendations based on previous purchase

7 Reduce Cart Abandonment & Drop-offs

8 Capture Lost Opportunities

1. Click to WhatsApp from Ads

Ads are better if they click through to a conversation.

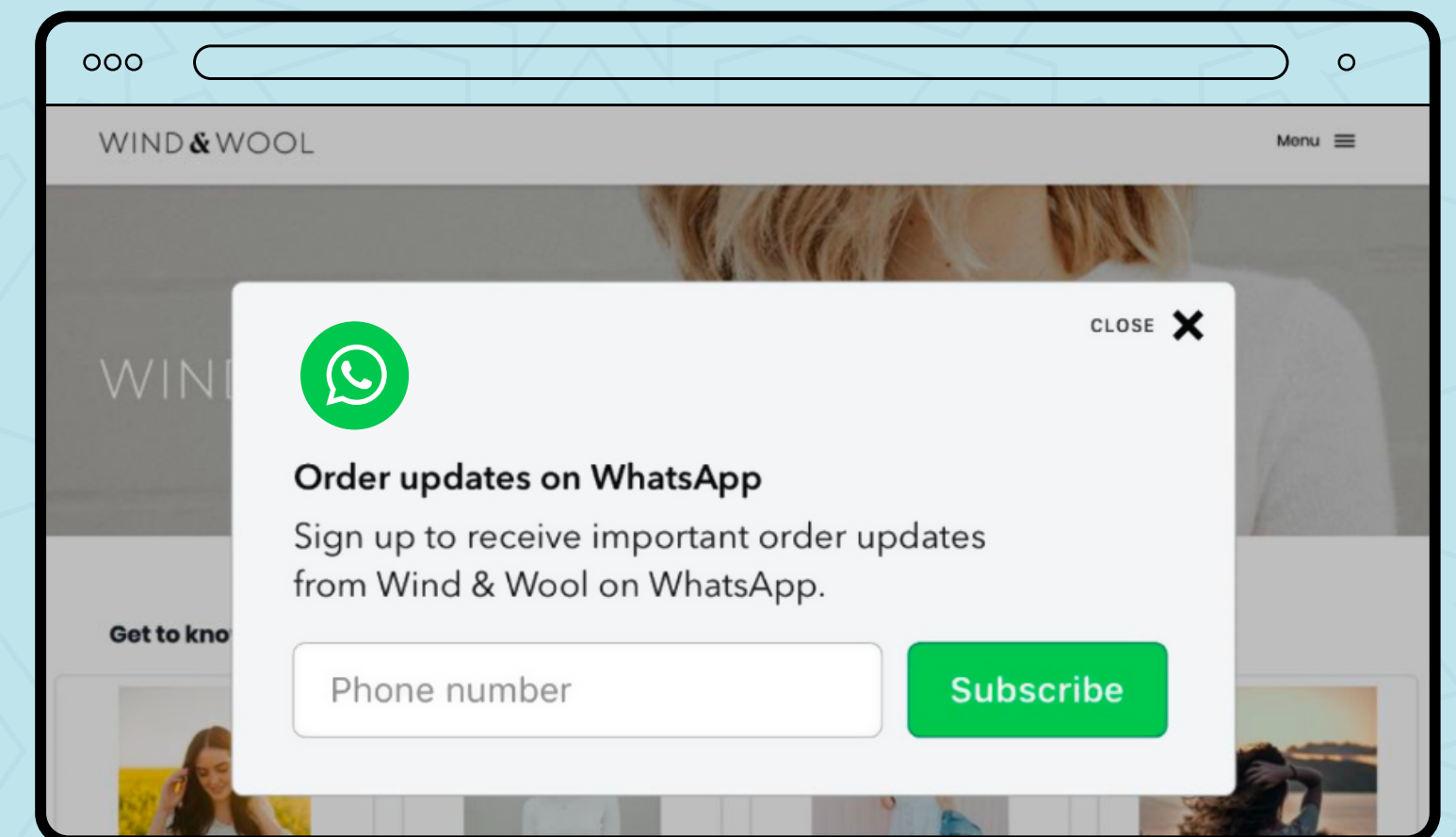
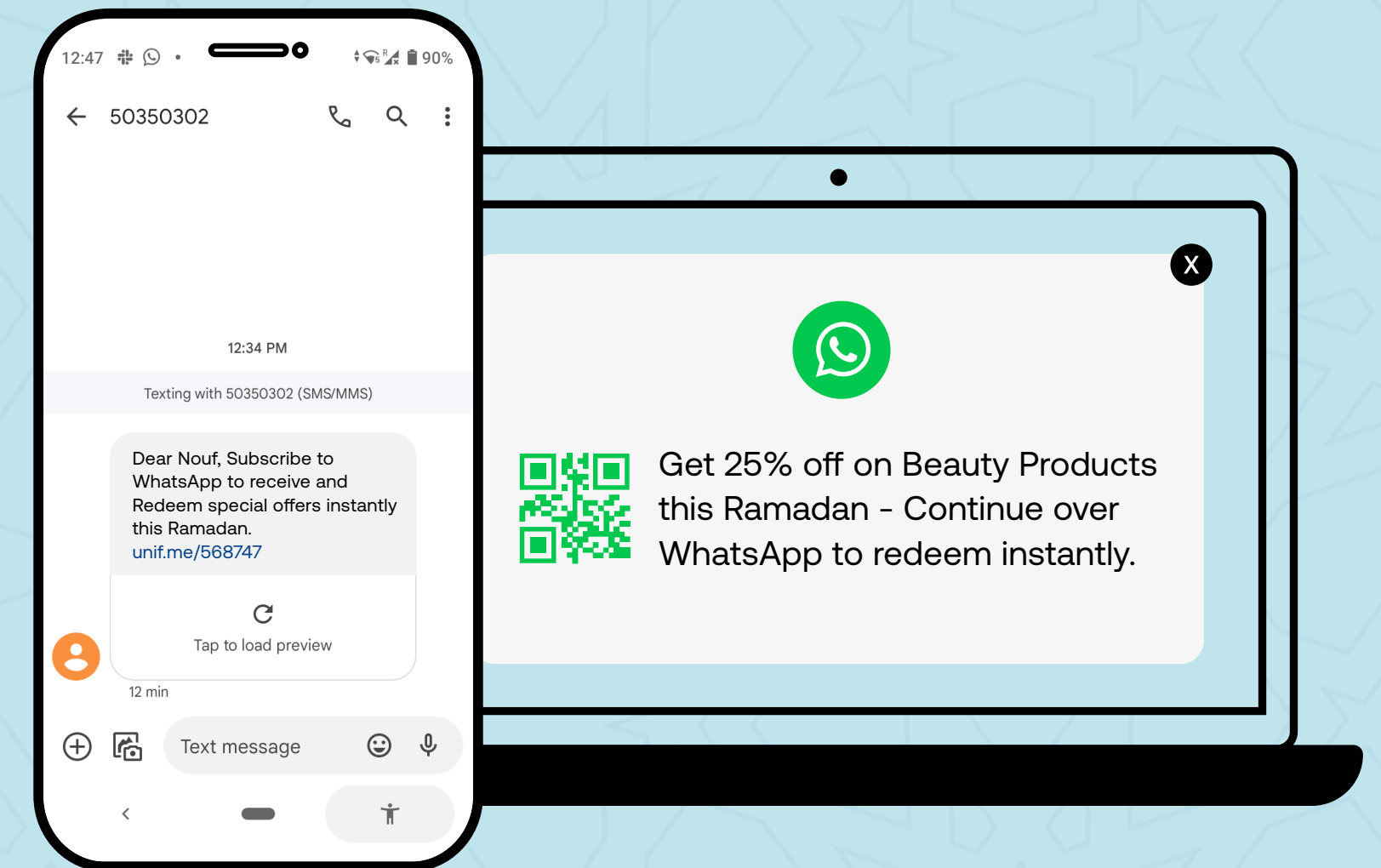
Capture New Business

Whether you are planning an SMS Campaign, digital or in-store ads, you can drive greater conversion from your advertising by redirecting to WhatsApp.

Conversational solutions give businesses the ability to extend the conversation - post click-through.

Clicking through to a conversation enables timely outreach to close a sale - with chatbots to automate and nurture sales closure.

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2. Ramadan and Eid Greetings & special events

Ramadan is a time of connection and celebration.

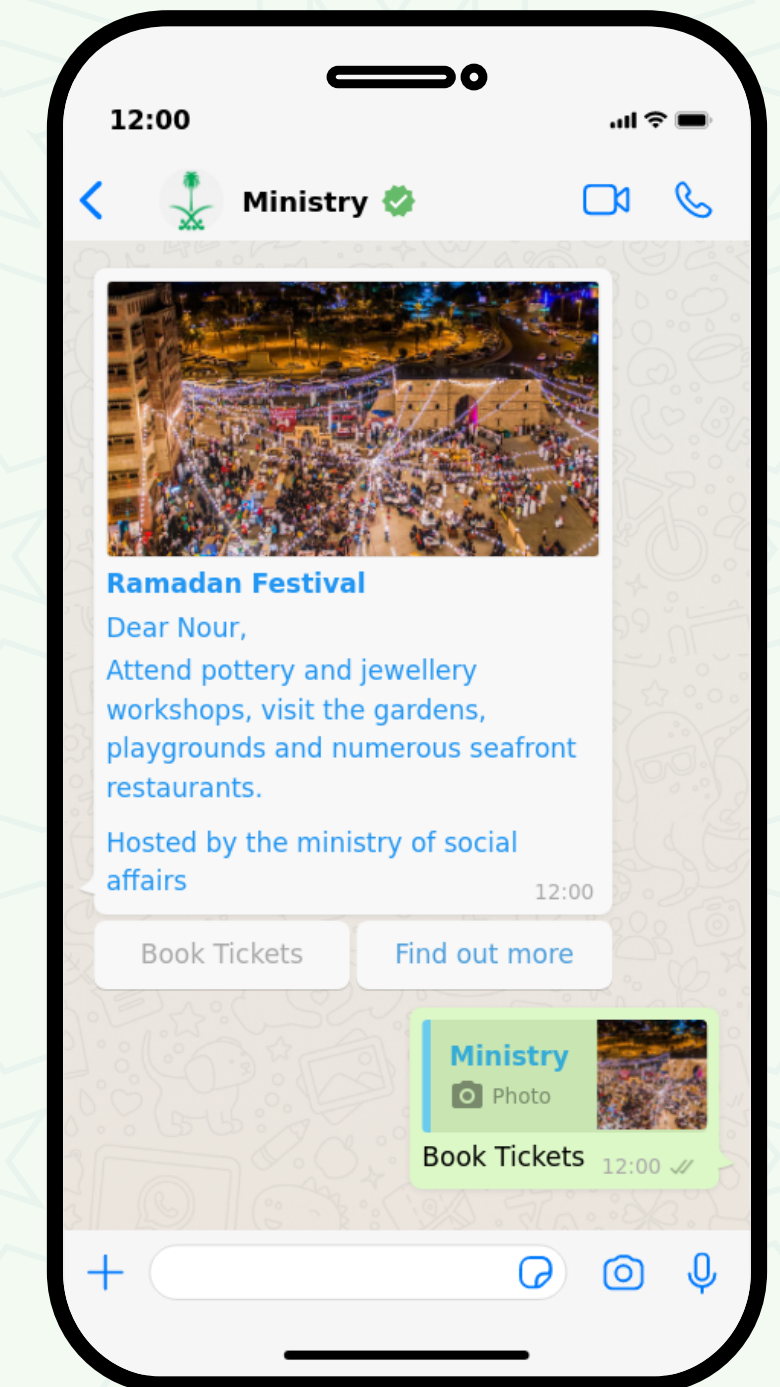
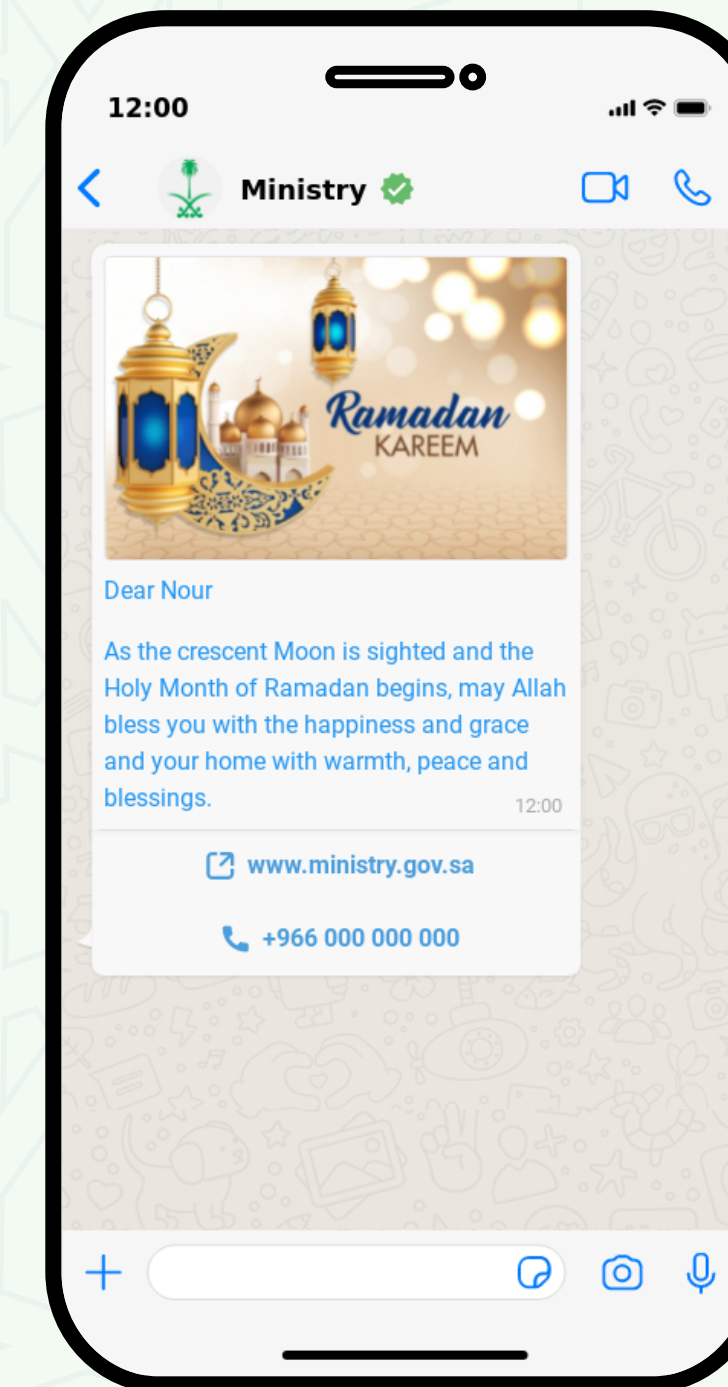
Nurture Relationships

58% of shoppers said they felt more connected to a brand after seeing Ramadan or Eid content on social channels. Let your customers know you care by sending them your well wishes over the time.

Promote special events and occasions

Instant and direct messaging channels offer the best route to share your social upliftment initiatives & special events or occasions. With the opportunity to confirm attendance in the moment.

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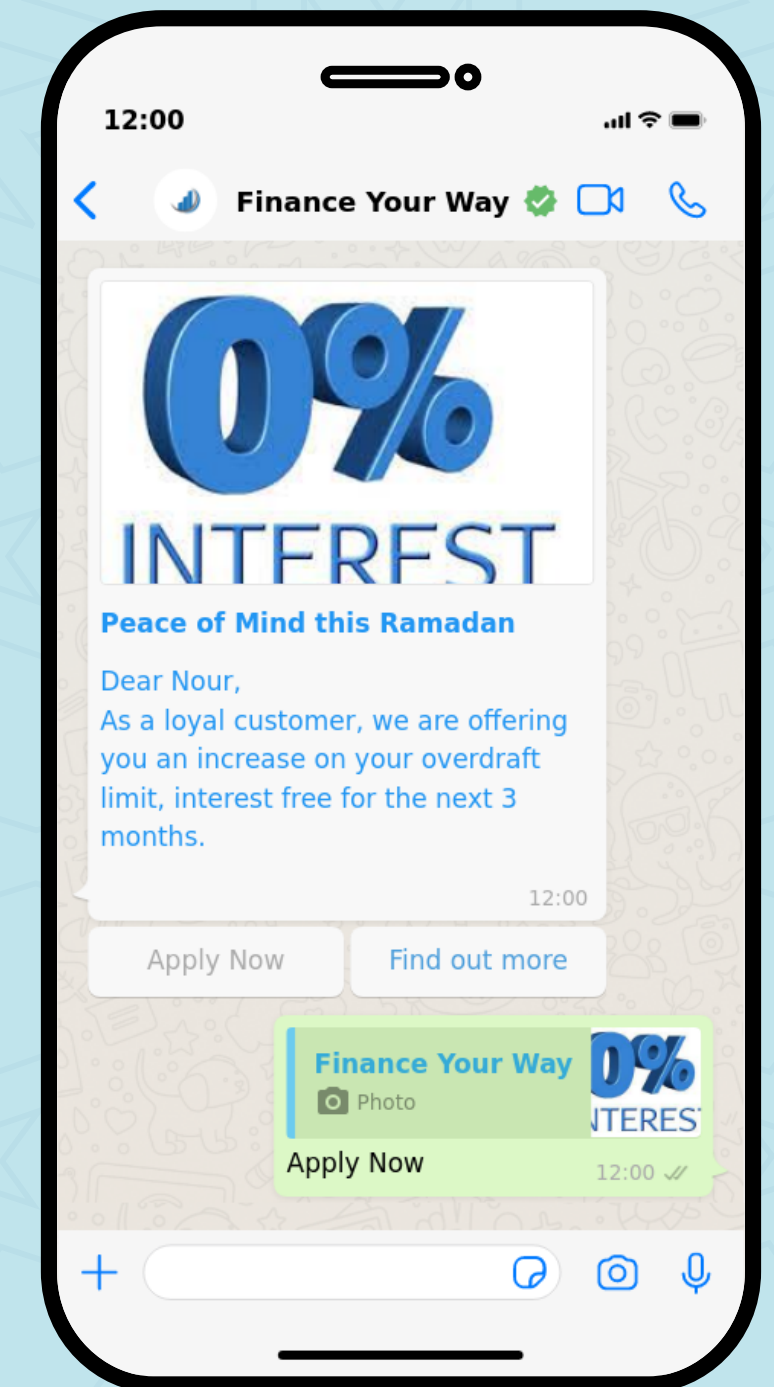
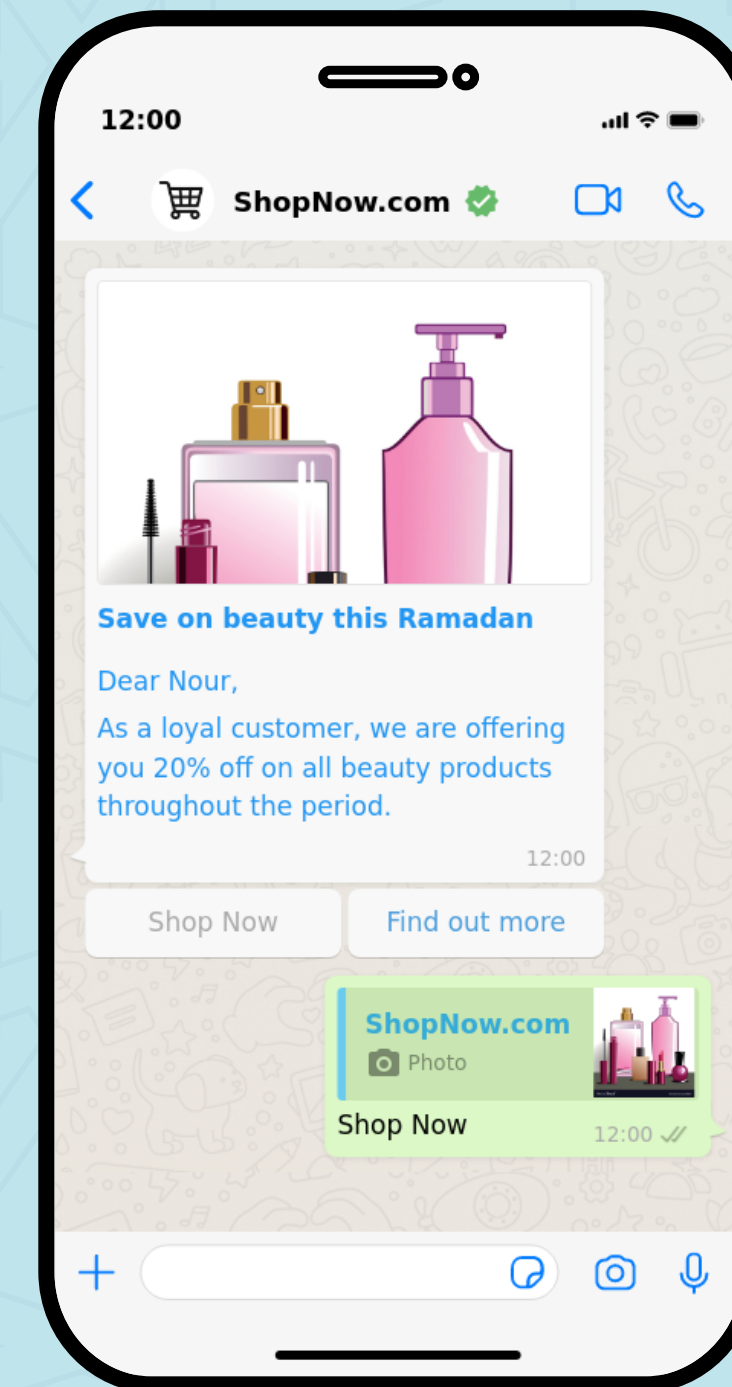


3. Send Special Offers Over WhatsApp

Shoppers are conscious of managing their finances well over the season.

Share special discounts or promotions to ease their pockets.

4 in 5 shoppers agree that planning ahead financially for this Ramadan and Eid season is more important than ever. Sharing discounts, credit extensions or buy-now-pay-later services are likely to be favorably perceived and adopted over this period.



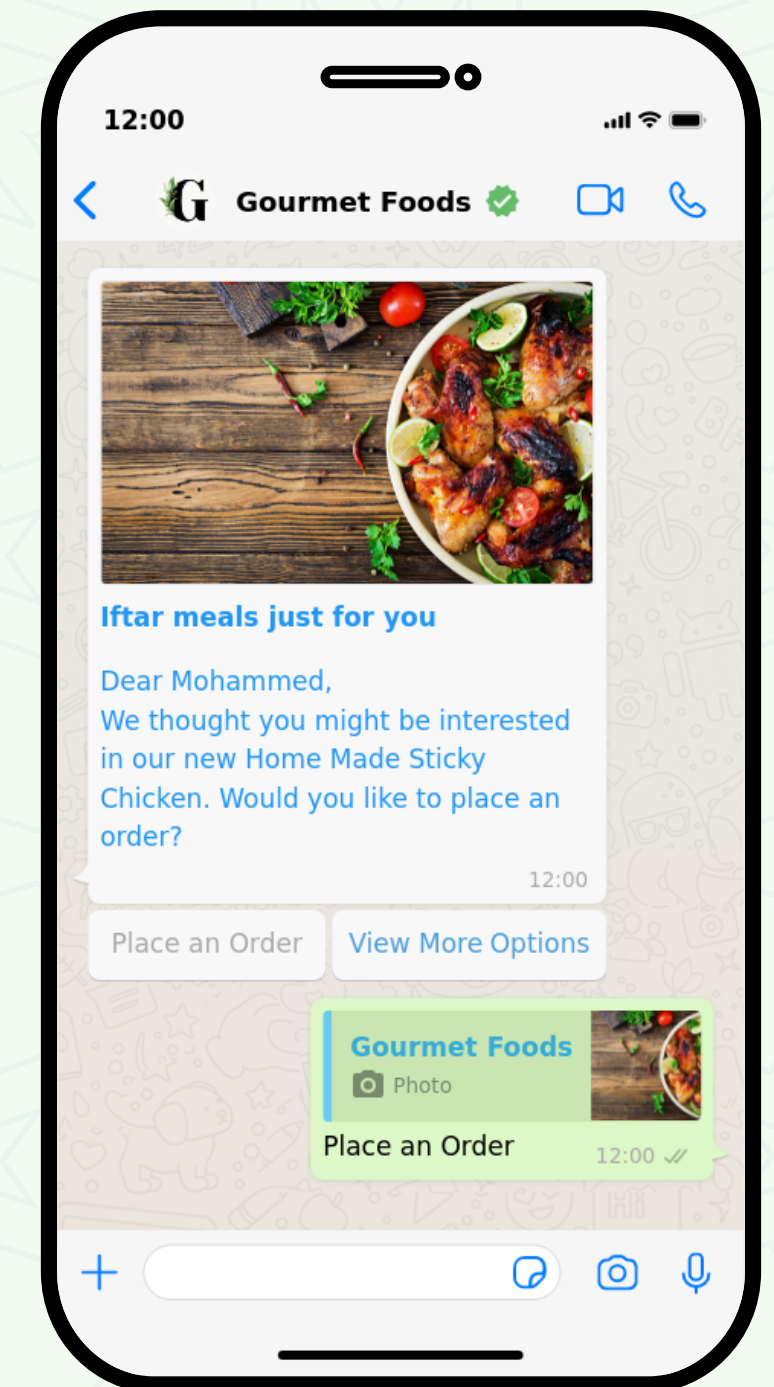
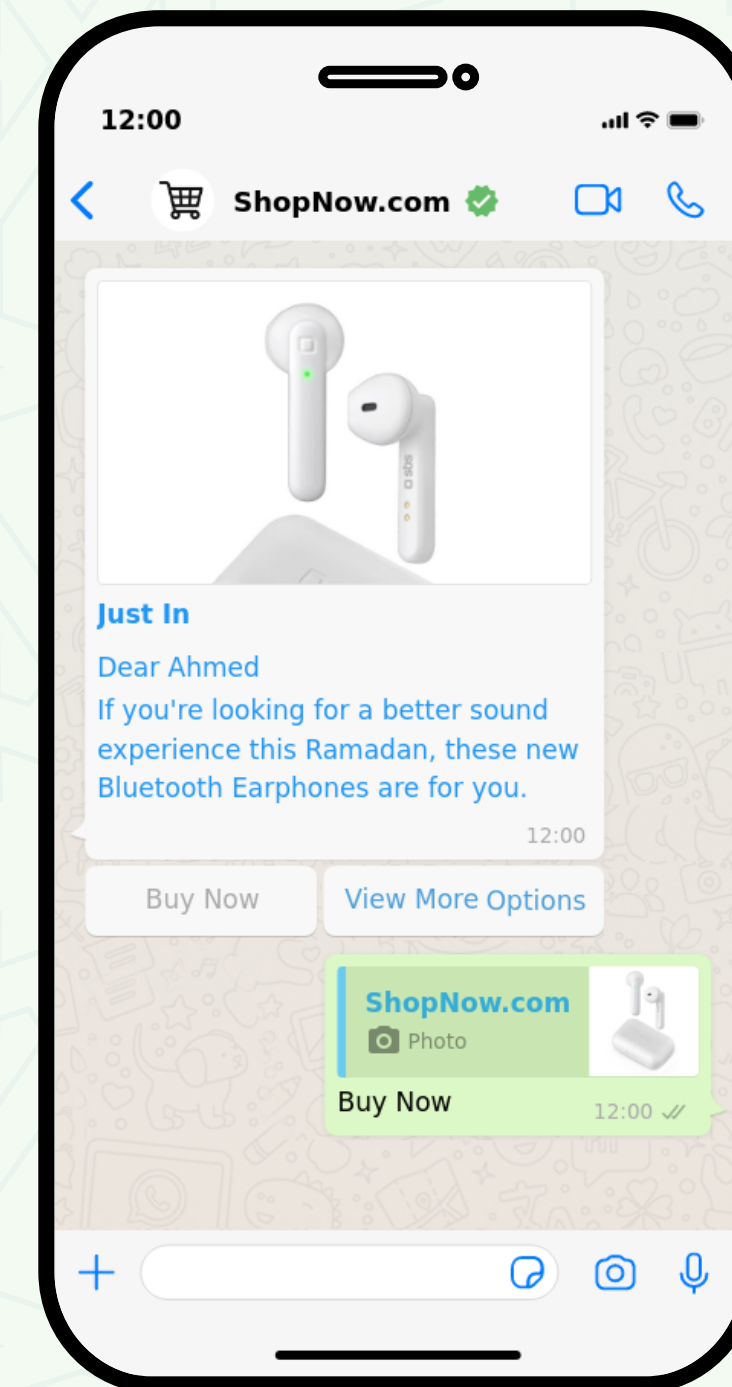
4. Promote New Products & Services

Shoppers are open to investigating new products & services over the season.

Promote New products

With 7 out of 10 shoppers exploring new product categories over Ramadan & Eid, and 45% of shoppers spending more time using WhatsApp over Ramadan, you have a captive audience, open to learning more about your new products and services.

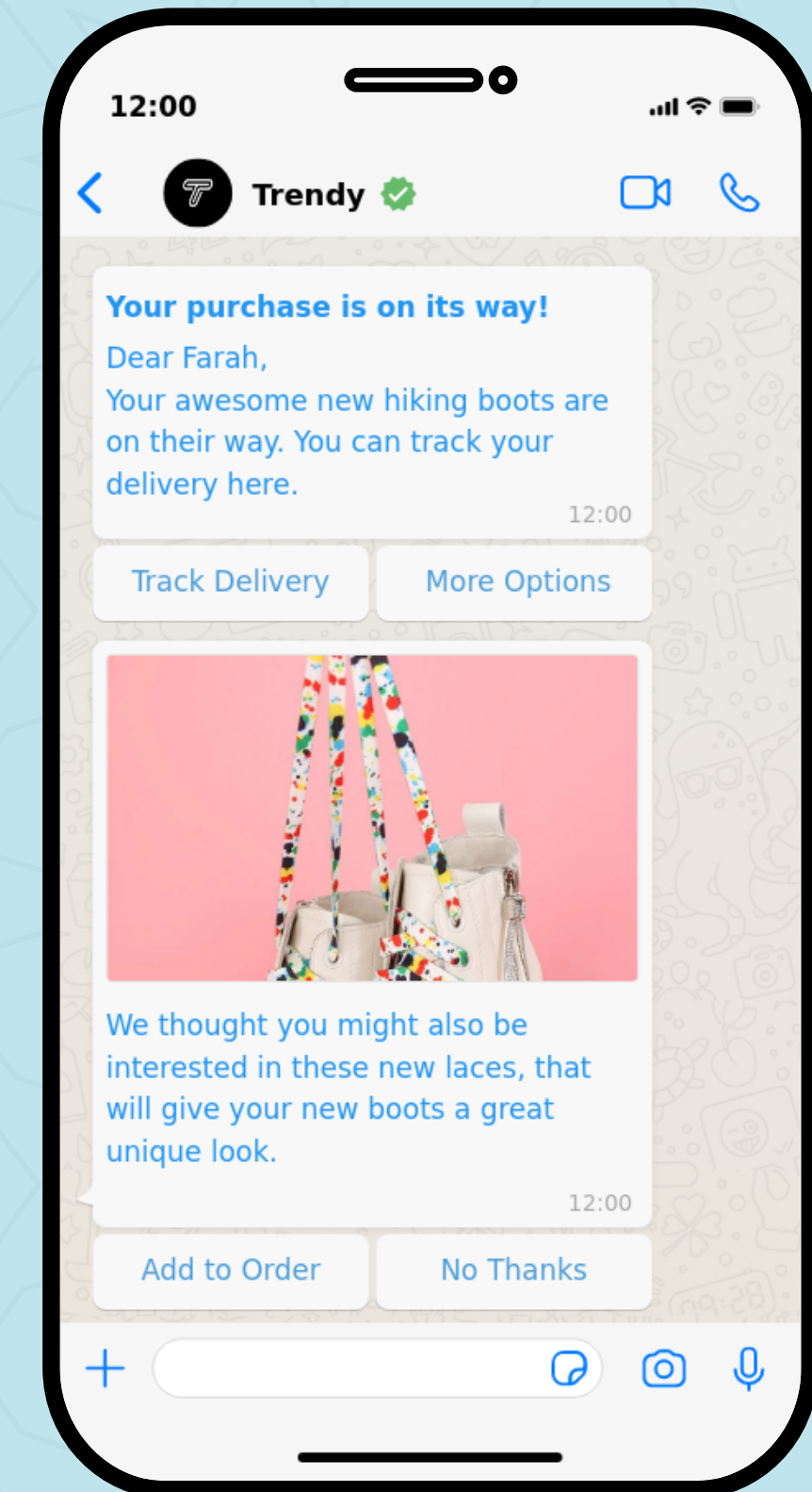
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5. Make Product Recommendations

Shoppers are open to personalised recommendations.

8 out of 10 shoppers use instant messaging services during Ramadan. Sending a recommendation of complementary products when sending a purchase confirmation over WhatsApp, or prior to completing purchase, can lead to healthy upsell opportunities.

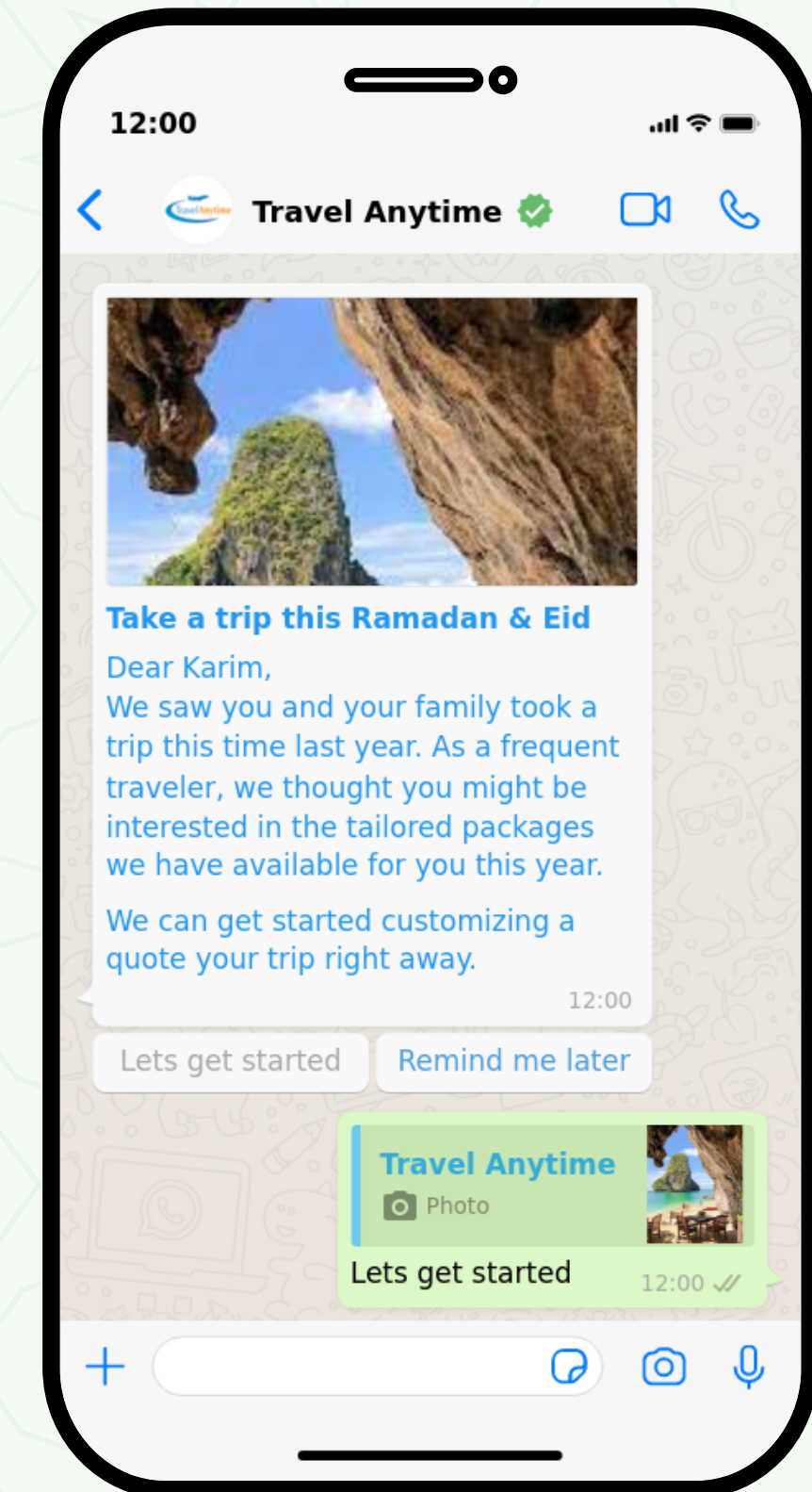


6. Offer recommendations based on previous purchase

Loyal and regular buyers and subscribers are open to your offers.

Offer reminders for product refills or most-purchased products or services.

Personalized product and gift suggestions make it easier for shoppers to complete their Ramadan shopping, as agreed by 71 % of shoppers. You can nurture your opted-in base, by reminding them of previous purchases, and making recommendations for what they may like this year.



7. Reduce Cart Abandonment & Drop-offs

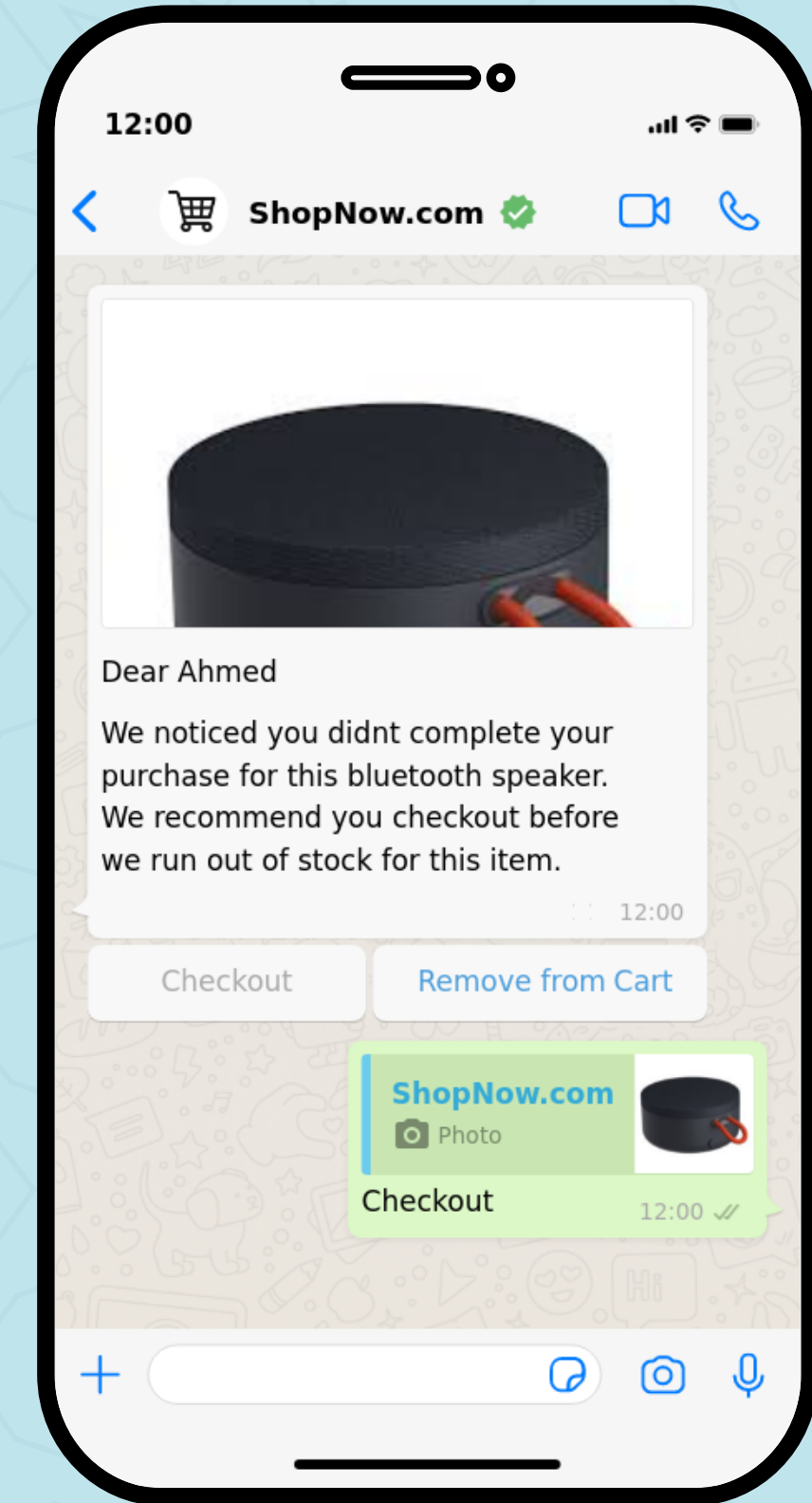
Shoppers looking for new products tend to save them in their carts while they continue scrolling.

Abandoned Cart Reminders

Remind a customer they've left items in their cart without checking out.

Cold Leads

Follow up on customers who showed interest- and have gone cold. Remind them why it's a great time to reconsider.



8. Capture Lost Opportunities

As volumes get depleted, shoppers may be looking for new products that are no longer available.

In-stock availability

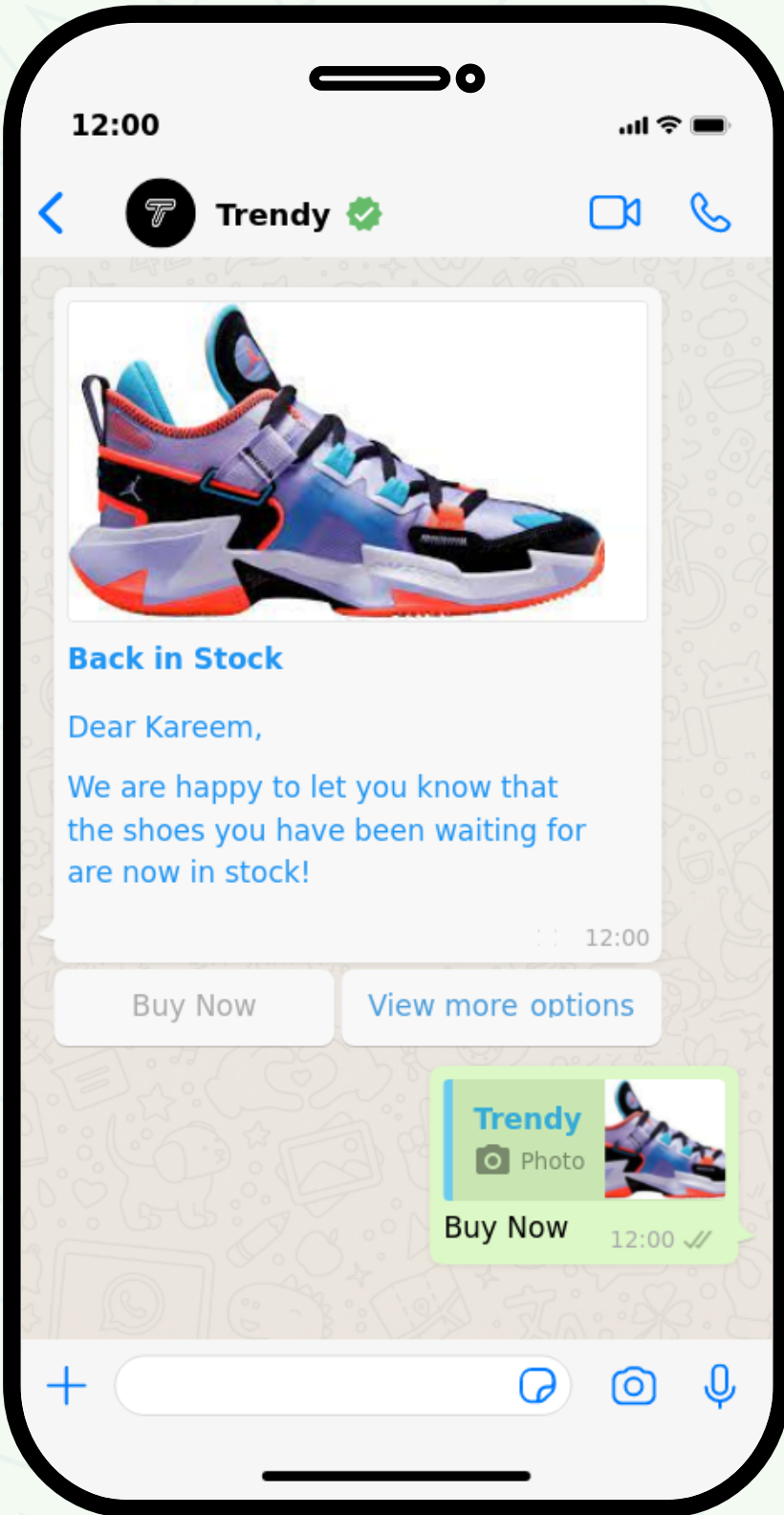
Let customers know when these products are back in stock.

Offer Alternatives

Provide recommendations for similar products.

Pre-orders

Send your customers notifications for highly anticipated products available for pre-orders.



In Closing

Make the moment last this Ramadan.

Unifonic can help you leverage the latest conversational channels - to meet customers where they are, build connections and nurture lasting relationships with quality conversations. At every step of the journey.



Improve Acquisition

Build connections and keep your brand top of mind by starting conversations on multiple mobile channels.



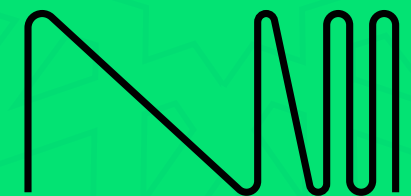
Drive Revenue

Keep customers motivated and drive action by sending timely and relevant messages and offers that nudge them closer to order fulfillment.



Increase customer lifetime Value

Strengthen relationships and encourage repeat purchases by sending personalized rewards and recommendations on the channels they prefer.



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To find out more about how Unifonic Conversational Marketing Solutions can help [click here](#).

Customers we've helped:

tabby

سبل SPL

نوبكو nupco

المنيع Almania

سيركليز Circlys

درعه DERAH

Nejree



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About Unifonic

Unifonic empowers organizations to engage and communicate seamlessly with their customers.

Since being founded in 2006, Unifonic has delivered seamless omnichannel solutions to over 5000 businesses in the Middle East. Its affordable, enterprise-grade and multilingual platform powers 10 billion transactions a year, to over 160 million delighted customers.

With offices in Riyadh, Dubai, Amman, Lahore and Egypt, we're ready and waiting to help you supercharge your customer experience.

Get in touch

www.unifonic.com