

Message Push

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Tutorial on Using Message Push



I. Feature Introduction

Merchants can set the messages sent from the store to users on the "Message Push" page. They can set the push methods (WeChat template messages, SMS) for different scenarios according to usage.

II. Purpose of Use

Merchants can use different push methods to re - engage users based on scenario characteristics, thereby increasing user activity.

III. Usage Scenarios

For example: After a user successfully participates in a group - buying activity, the store can send a WeChat template message to notify the user. The user can directly enter the group - buying course by clicking on the message.

For users who have not followed the merchant's service official account, the merchant can enable SMS notifications, and users will receive an SMS reminder of successful group - buying.

IV. Operation Path

Merchant side: Settings -- Message Push -- Edit settings page (for some scenarios, e.g., live - class start reminder)

Student side: Actively click to subscribe (for some scenarios) -- Receive messages via WeChat service official account/SMS

image.png

V. Usage Tutorial

Step 1: Configure the "Message Push" module

Enter the "Settings - Message Push" module and set the push methods for different scenarios according to usage requirements.

image.png

(Settings - Message Push)

Step 2: Enter the editing page for settings

Enter the editing page and set the push method

image.png

(Live - room details - Operation settings)

Step 3: Students receive notifications

Students receive notifications via service official account template messages and SMS

image (3).png

(Service official account template messages)

image (4).png

(SMS)

VI. Summary of Message Push Scenarios

The configurable message pushes are as shown in the following figure:

image (5).png