

Coupon campaigns in live streaming rooms



I.Function Introduction

Supports instructors/anchors to distribute coupons in the live streaming room to enhance interaction with the audience, increase the liveliness of the live streaming room and the audience's sense of participation, and also contribute to improving the conversion rate of live commerce.

II.Purpose of Use

By distributing coupons, instructors can motivate the audience to participate in live streaming promotional activities and provide actual discounts to the audience, thereby increasing the audience's satisfaction and loyalty.

III.Use Scenarios

Scenario 1: Merchants who wish to attract new users to become store students can distribute coupons in the live streaming room as an incentive to acquire new customers.

Scenario 2: Simply introducing products in the live streaming room fails to prompt the audience to place orders, so coupon distribution is needed to stimulate audience interaction.

Scenario 3: At critical moments during the live stream, instructors can distribute coupons to motivate the audience to complete transactions and promote sales.

IV.Operation Path

Merchant side: Merchant backend → Live streaming → Live streaming management → Marketing interaction → Marketing settings → Live streaming room coupons

WeChat H5, elink APP, elink Live Mini Program: Live streaming room → More → Coupons

elink Live client: Live streaming room → Toolbox → Coupons

V. Usage Tutorial

1.png

Step 1: Enable live streaming room coupons(Management backend)

1. Enter live streaming management and turn on the live streaming room coupon switch

2.png

(New version management backend - Live streaming management - Marketing settings)

If you are using the old version of the management backend, you can enable it on the following path page: [Live streaming - Live streaming management - Live streaming details - Live streaming room settings - Interaction settings - Coupon configuration]

3.png

(Old version management backend - Live streaming details - Live streaming room settings - Interaction settings)

2. Add the coupons to be distributed during this live stream

4.png

(Management backend - Live streaming management - Add coupons)

Step 2: Instructors send coupons(H5, elink Live Mini Program)

Enter the live streaming room on the H5 store or elink Live Mini Program. Instructors can open [More - Coupons] when starting the live stream, click to send coupons, and a coupon pop - up card will be sent to the student side.

5.png

(H5 live streaming room - More - Coupons)

6.png

(elink Live Mini Program - Live streaming room - More - Coupons)

Step 3: Users receive and use coupons(H5, elink Live Mini Program)

1. Receive coupons

The following lists three entrances to receive coupons: the live streaming room coupon icon, the coupon pop - up card, and the coupon receiving entrance in the product list

7.png

(Live streaming room - Coupon receiving)

2. View my coupon codes

After users receive coupons, they can view the coupon codes received in this live streaming room in [My coupon codes].

You can enter the [My coupon codes] page through [Product list - Receive coupons - My coupon codes], [Coupon icon - My coupon codes], [Coupon receiving card - Go to view], and [More - My coupon codes] to view the coupon codes received in this live streaming room.

8.png

(Live streaming room - View my coupon codes)

3. Use coupons

After users receive coupons in the live streaming room, they can directly jump to the product list to use the coupons to purchase products.

9.png

(Live streaming room - Use coupons)

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