

Flash sale

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Does the flash sale support information collection?



Flash sales support information collection.

Do promoters get commission for promoting courses in flash sales?



Flash sales support the promoter function. The promotion button will also be displayed on the details page of courses participating in flash sales. There will be commissions for courses set to participate in promotion.

Why is the appointment flash sale button grayed out and unclickable?



You need to enable preheating before enabling reservations, and the reservation function requires binding to a verified service Official Account to use.

Why didn't the reserved users receive the reminder for the flash sale event?



Due to WeChat's rule restrictions (users need to interact with the Official Account within 48 hours), users who make early reservations may not receive reminders when the event starts. For better event results, it is recommended to set a reasonable pre - heat period and send official account articles.

User interaction behaviors with the Official Account: Click on official account articles, click on menus, send messages, and newly follow the Official Account.

Can all users make purchases if the pre - reservation for the flash sale is not enabled?



Yes. If preheating is enabled but reservation is not, all users can participate in the flash sale to make purchases. (Preheating: After preheating is enabled, the event information will be displayed on the product detail page; Reservation: After reservation is enabled, only users who have successfully reserved can participate in the flash sale.)

If the reservation function is enabled for the flash sale event, can only users who have made a reservation make a purchase?



If appointment is enabled, users need to make an appointment to participate in the flash sale. Users who haven't made an appointment are not supported to participate in the flash sale and can purchase at the original price. Making an appointment requires following the Official Account, and users will receive a prompt after successful follow-up.

What is the process for a flash sale event?



A flash sale event consists of two phases: the pre - sale phase and the sales phase.

Set a period of time before the event starts (e.g., 48 hours) as the pre - sale phase (the pre - sale time can be selected from 0 - 24 hours). A countdown will be displayed on the course details page to create a tense promotional atmosphere. You can also activate the "Reservation" feature to guide users to follow the Official Account to obtain the qualification to participate in the event and receive notifications before the event starts (the reminder time can be set to notify users 0 - 30 minutes in advance). During the sales phase of the event, the low price and time limit will stimulate an increase in the traffic and sales volume of the Online Store.

How to create a flash sale event?



1. Create an event. In the [Marketing Center] - [Flash Sale], click "Create Flash Sale" to navigate to the event settings page.
2. Set up the event. The flash sale settings are divided into three parts: Product settings, Event information, and Reservation settings.
3. Event management and viewing. After creating the event, you can view event details such as event status, validity period, total product quantity, reservation status, purchase status, and transaction amount. Based on actual operations, you can share the event QR code and link, re - edit the event (editing is not allowed after the pre - heating period starts), and manually end the event.

For the graphic tutorial of the operation, please refer to:[Flash Sale Event Tutorial](#)