

WIN THE

HEARTS & CARTS

**RAMADAN SALES & SUPPORT
STRATEGY FOR BRANDS**

Learn From The Winners

Ramadan wave in MENA and Asia

For retailers in the **MENA** region, the month of Ramadan is one of the brightest spots on their e-commerce calendar, coming right after Black Friday– with a **\$6 billion** plus online sales extravaganza set to unfold during the coming weeks.



Shoppers/observers are increasingly exploring different product categories during Ramadan than the rest of the year.

71% ↑ +16pp
VS 2021

of shoppers/observers surveyed say they often **explore different product categories** during the this than the rest of the year.

72% Gen Z
Millennials

67% Gen X
Boomers

Significantly higher/lower than average at **95%** confidence level

Learnings from Ramadan 2022

01

In a 2022 Meta-commissioned "**Ramadan Moment Study**", nearly two-thirds (63%) of cross-border consumers surveyed say they want comprehensive product information (e.g., video demos and detailed photography) when evaluating potential purchases.

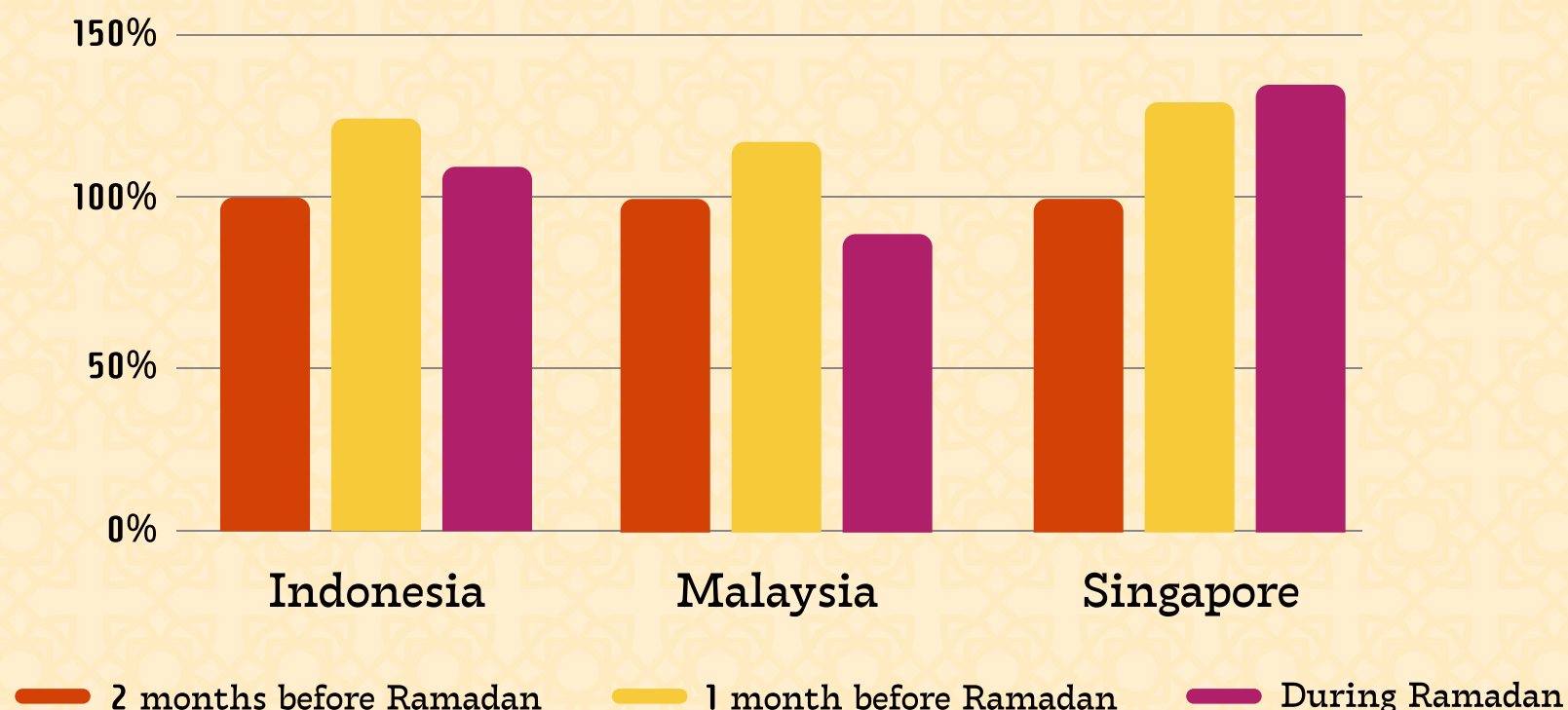
02

Marketing to shoppers via influencers help drive discovery and trust. In fact, more than half (51%) of cross-border shoppers surveyed cite them as a top source of information to discover and evaluate products.

03

The three weeks leading up to Ramadan — and more specifically, the third week of Ramadan — represent the biggest opportunity for retailers to engage consumers. During this period, there was an average of 67% uplift in online retail sales.

Change in e-Commerce Parcel Volume in Southeast Asia



04

Today, over **60%** of brands use instant messaging, and most rely on **6-7** different tools to communicate with customers, based on a 2020 research by Meta. However, to make a meaningful difference and connection, especially during months like Ramadan, they need to have-

1

A customer data platform to leverage the insights to send the right message

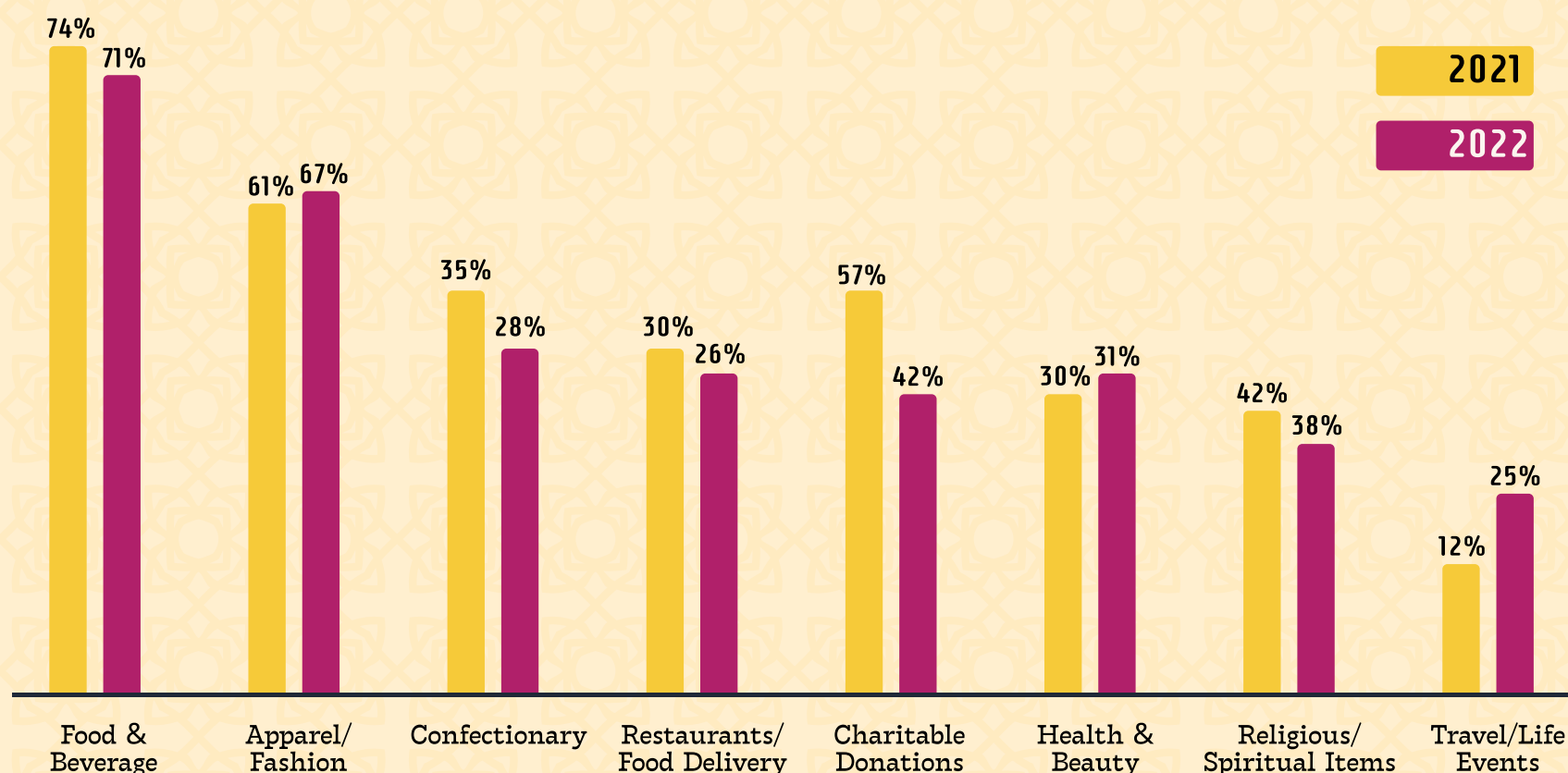
2

A customer engagement solution automate personalization at scale

3

A multi-channel solution to enable consistent messaging across all channels

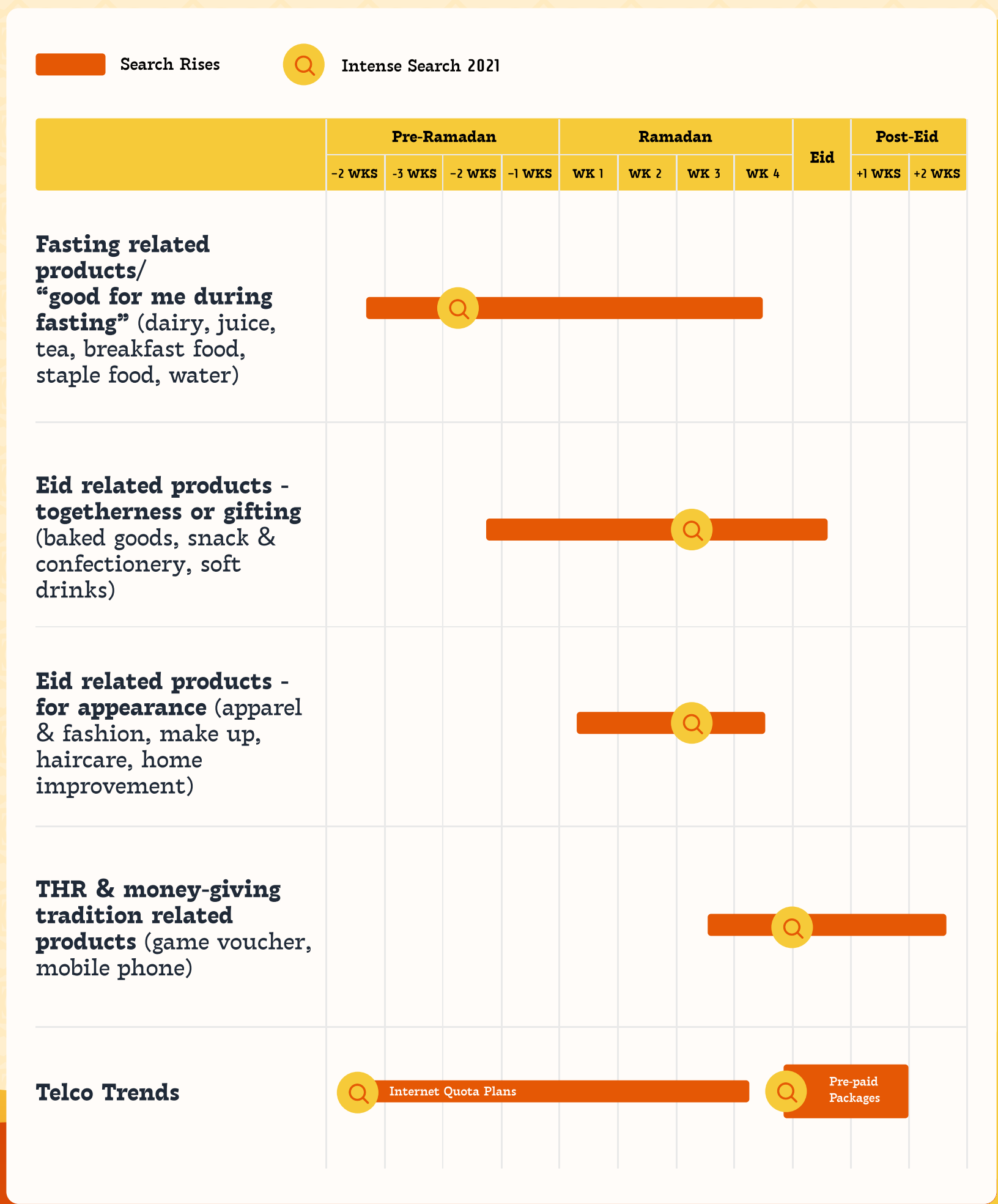
Top Shopped Categories - 2021 vs 2022



Food and Apparel remain the most popular shopping categories during Ramadan, while travel purchases shows most growth.

What customers look for throughout Ramadan

Brands should be aware of when customers begin their search in order to guide them in the buying process. Here's a table showing **search history of Google** throughout the time of Ramadan -



So, how exactly do brands meet all of these criteria and thrive during Ramadan?

3 Pillars of Success

1

Build a strong online presence to aid people in their purchase journey

Brands should make every moment and customer touchpoint count, whether online or offline. In a survey conducted by Meta,

58%

said they feel more connected to a brand after seeing Ramadan content on Facebook or Instagram.

66%

feel more connected to a brand or business during Ramadan and Eid through instant messaging.

66%

enjoy personalized shopping experiences through Meta technologies during Ramadan and Eid.

Discovery

With the rise of online shopping habits, Mobile will continue to be a key driver for discovery and sales with an increase of 126% during Ramadan and 94% want to read as much relevant information as possible before making a purchase.



Search Engine Optimization

- 73% saying they use search engines to find e-commerce or brand websites
- 94% want to read as much relevant information as possible before making a purchase



Nurture one-on-one relationships with customers via channels they're already using, such as WhatsApp and Messenger.

- 78% of consumers are willing to buy from a company after having a positive experience with them on social channels

Consideration

- ★ **Use videos to demonstrate your product and what they can expect to experience**

- 70% of Indonesians watch more video content during Ramadan compared with non-festive periods. YouTube is the number one online video platform that serves content with both mass appeal and deeply personal relevance.

- ★ **Focus on customer satisfaction aspects such as on-time delivery, user experience**

- ★ **Make use of endorsements and product mentions from influencers**

- Around 80% of Indonesians say they need a trusted source of information before clicking “buy”

Purchase

During the last ten days of Ramadan, shoppers engage in a shopping wave, marked by a spike in conversations containing mentions of “Eid” and sale-related terms.

This is the time brands need to delve deeper into their customer insights and send:

- Seasonal offers and sales
- Personalized recommendations
- Inspirational messages to drive conversations



Trigger: Customer Browsing Scarves

Send Recommendation



Chiffon Scarf

\$59.99

[View Product](#)

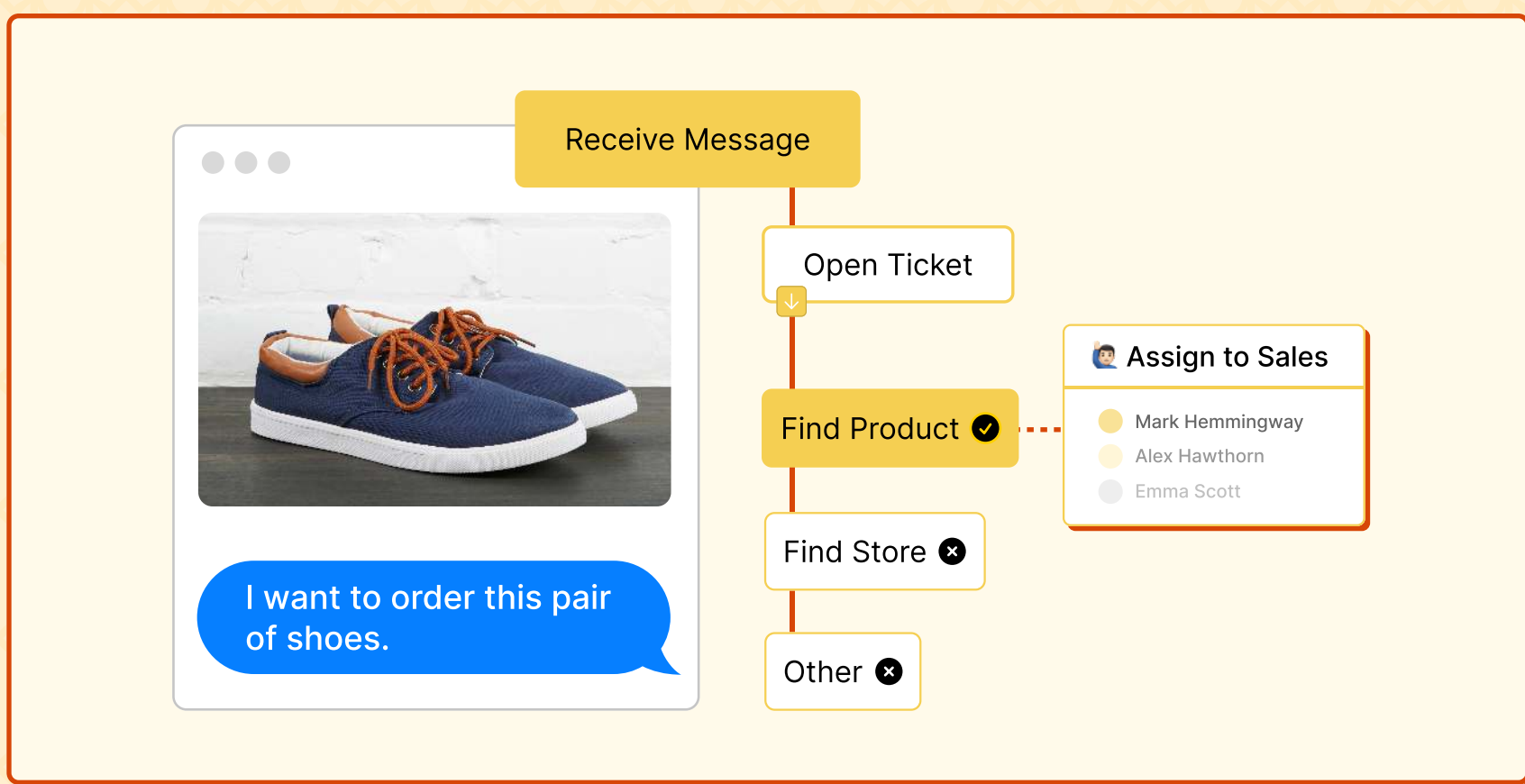


Excellent Customer Support

Ramadan is

“People First”

aspire to drive value for people through every initiative, campaign and program.



Content

we look to influential people in our communities to help us discover new products.

34% of Shoppers Say they discover more new brands as a result of seeing content posted by creators with a more diverse background.

Community

The responsibility to respect the different priorities of the season also extends to brands.

70% of Shoppers are asking brands to find ways to give back.

Commerce

there is a desire for spontaneous discovery during Ramadan.

81% of Shoppers made discoveries of a brand/product/business whilst shopping online during Ramadan/Eid.

3

Social Media Specific Campaigns



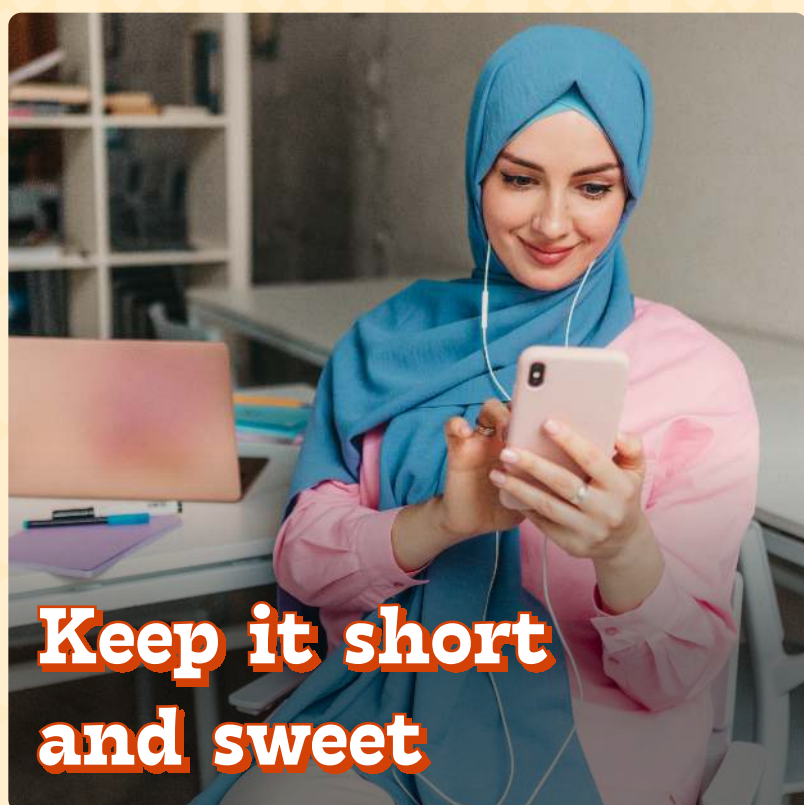
Vertical storytelling

Video is consumed vertically on Instagram and Facebook stories, so be sure to capture content vertically for the best viewer experience.



Start + end with the brand & CTA

The first and last few seconds of your ad are where you need to reinforce your brand and give your audience a clear idea of what to do next.



Keep it short and sweet

Shorter video lengths tend to perform better, and the first three seconds are crucial. This is where you capture attention, show the product and start to communicate the message.



Design for sound off

People often consume content with sound off, so include copy throughout the video to make it accessible without sound. Captions don't need to be purely functional either - think about ways to integrate them in a fun way!

How to Brace Yourself for Ramadan

Be Visible with Your Content

Ramadan comes with more screen time. Especially those few hours before iftar. So don't forget to make use of this opportunity and work on your content to be **more visible to your target audience**.

Make Your E-Commerce Website More Presentable

The ramadan shopping festival will bring in both new and old customers to your e-commerce store. And to motivate them to make that purchase, try adding the following to your e-commerce website-

- 1 Add **Ramadan-related products** to your product widgets.
- 2 Make use of **push notifications** and email reminders.
- 3 Include **Ramadan symbols** into the layout of your landing page.
- 4 Design specific **advertising campaigns** for the Ramadan Holiday.
- 5 Provide special **discount vouchers** for the month of Ramadan.

Be Apt with Your Customer Support

You need to bring out your **'A' game** in customer support during Ramadan. If your customers don't get your response in time, they might quickly shift to another store for their purchase. To avoid missing those potential sales use **MyAlice** to **level up customer support** game.

Be Mindful Of Changes In Consumer Behavior Pattern

Ramadan is more than a moment. It is a season of transformation. The ramadan landscape brings in a lot of changes in both the **lifestyle and behavior** of your customers. So its' important for you to keep them in mind when formulate your Ramadan strategies.

Do all these
& More
with **MyAlice**

Increase **40% - 60%** sales
through WhatsApp
& other DMs.

Start your free trial today

 myalice.ai

