

**BIZ.GIFTS**

# FMCG Brands

Here's how you can utilize Biz.Gifts for your Brand



# Objective

**Biz Gifts** is a SaaS model product to increase total sales and customers through proper planning and implementation of interactive campaigns along with our software platform. By utilizing targeted marketing strategies and analyzing customer data, we aim to optimize our sales funnel and drive conversions. Our goal is to establish a strong brand presence in the market and position ourselves as the go to solution for business needs. Ultimately, we strive to become industry leaders in innovation and customer satisfaction.

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01

## About us

We have extensive experience in handling complex technical challenges and have successfully delivered similar projects in the past. Additionally, our team is skilled in conducting thorough testing and quality assurance to ensure that the final product meets all requirements and specifications.



02

## Product

At Biz Gifts, we're transforming the way businesses engage with customers. Join with us as a business partner and open doors to exciting opportunities for promoting your products and services.



# Bonded with Trust

**Biz Gifts** is an amazing project brought to you by Biz Gifts Infotech Pvt Ltd. This innovative software is carefully developed by our dedicated R&D team and UX/UI team over several years of business logic and legacy expertise. Biz Gifts is designed to boost your business forward, promoting growth while increasing customer engagement and loyalty Biz Gifts offers a versatile solution that can be effectively used in various aspects of a catering operations to enhance customer engagement and data collection.

**03**

# Integration

**Export Leads  
to CRM**



**Easy  
Navigation**

**WhatsApp  
Automation**



**Customize with  
Your Theme**



04

# Benefit for Business

Because we are great for catching your  
customer's attention

# Business Benefits !

## Enhance Visibility

Showcase your offerings to a wide range of potential customers.



## Engage Customers

Reward loyal customers and attract new ones with attractive gift vouchers.



## Cost Effective

An affordable way to promote your business and drive sales.



## Innovative Features

Leverage our unique scratch-and-win feature for a captivating user experience





05

# Implementation

How to implement the platform to attract customers with engaging activities and increase brand loyalty in the long run. One effective strategy is to offer interactive features such as gamification, contests, and rewards programs to keep customers engaged.

# Data Collection and Engagement

## Collect Customer Data

Use Biz.Gifts to collect customer information, including names, email addresses, and their preferences.

## Personalized Offers

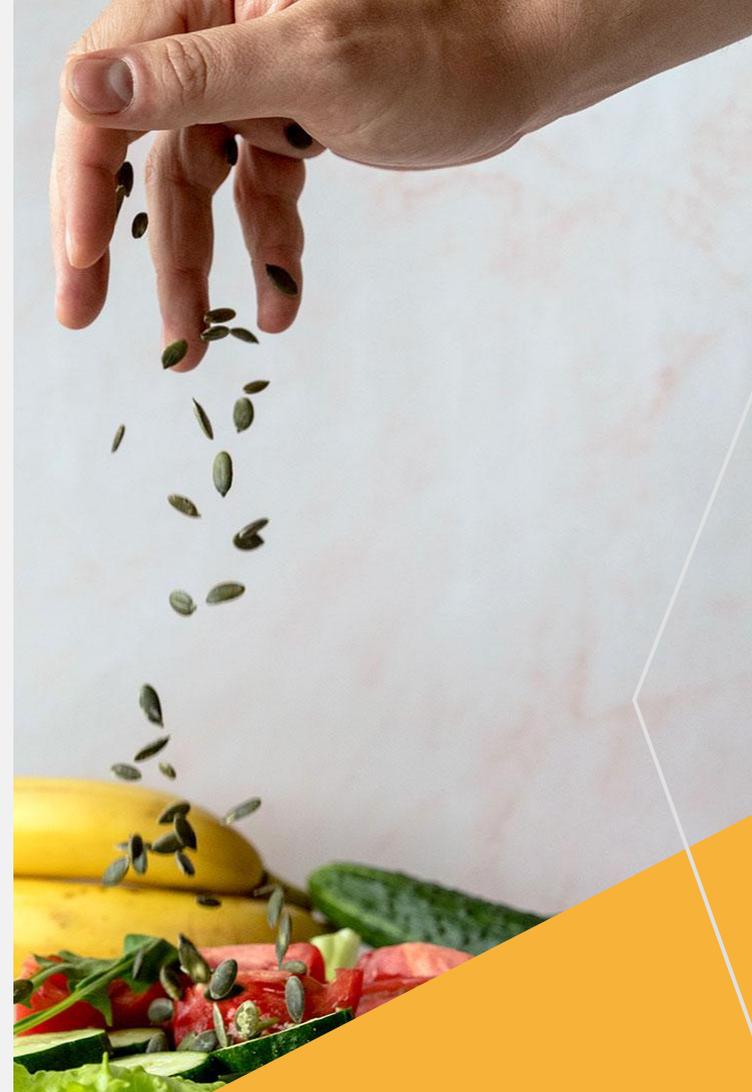
Leverage the collected data to send personalized offers, recommendations, and event invitations to customers via WhatsApp or SMS

## Feedback and Surveys

Encourage customers to provide feedback through the system, helping you improve your products.

## Thank You Cards

A QR printed thank you card to collect feedback and give random gifts and offers to customers. This helps build customer loyalty and improve overall satisfaction with the brand.



# Branding and Labeling as QR Code

## Branded QR Codes

Customize QR codes with your brand logo and colors to maintain branding consistency. Example: thank cards and packaging, signage, uniforms and attire, etc.

## Vehicle branding

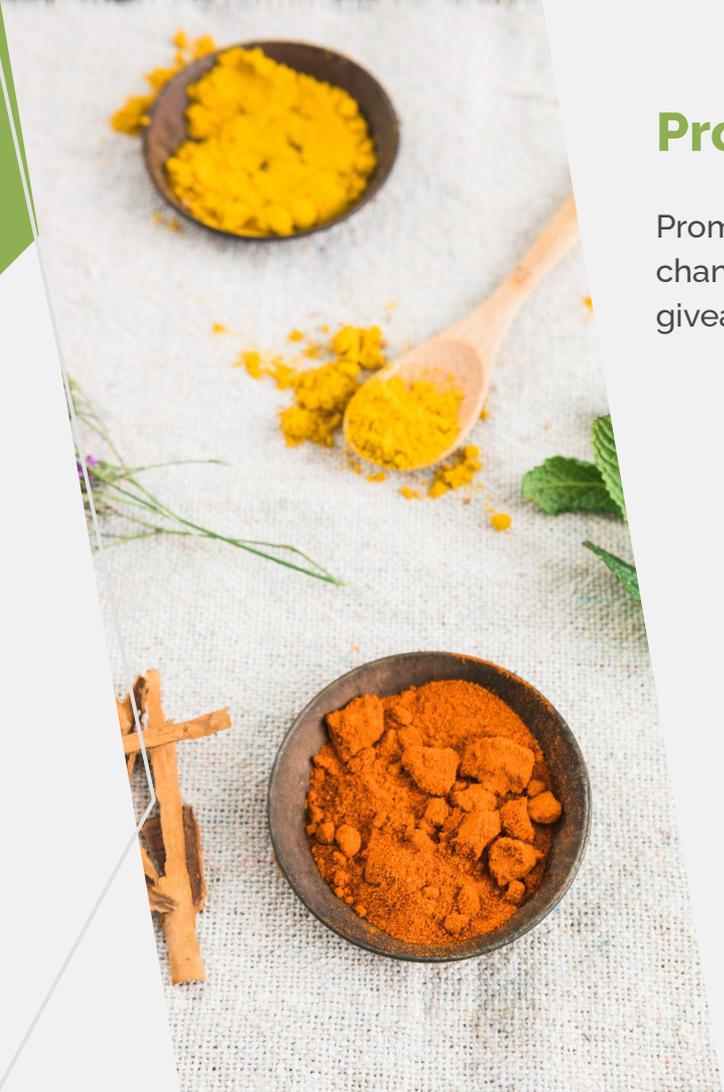
It is an effective way to turn your vehicle into a mobile advertisement for your business. It can help customers reach our platform easily and increase brand recognition in their local area.

## Table Labeling

Place QR codes on product packages and labels to provide quick access to our platform for feedbacks and offers.



# Digital Presents



## Promotions and Contests

Promote your Biz Gifts campaigns on your social media channels to attract a wider audience. Hold contests and giveaways to encourage social sharing and engagement.

## User-Generated Content

Encourage customers to share their experiences with your brand, tagging your social media accounts and using specific hashtags.

## Redirect to Social media

To claim reward offers and gifts, connect on social media and follow the account for more updates and exclusive deals.

## **Influencer Marketing**

A trackable link is used to measure the benefits of influencer marketing on the basis of reach, engagements, and click actions

## **Website Activities**

Conduct contests and giveaways through our platform, which is integrated with the website as a front end to engage with customers and increase brand awareness.

## **Daily Contents**

Updates daily posts on social media along with the platform QR code to keep followers engaged and informed.



# **Social media** **Integrations**

## Personalized Messaging

Utilize the data you've collected to send highly personalized messages to your customers. Address them by their names, reference their experiences, and tailor your offers to match their preferences. Personalized messages are more likely to capture the recipient's attention and drive engagement.

## Timely Notifications

Send timely notifications and reminders to your customers. For instance, notify them about upcoming special events, promotions, or limited-time offers. You can also send reservation reminders, especially during peak seasons, to reduce no-shows and optimize your capacity.

## Segment Your Audience

Use the bulk WhatsApp marketing tool to send targeted messages to specific segments. For example, send exclusive offers to your loyal customers or introduce new menu items to those who have shown an interest in a particular cuisine.

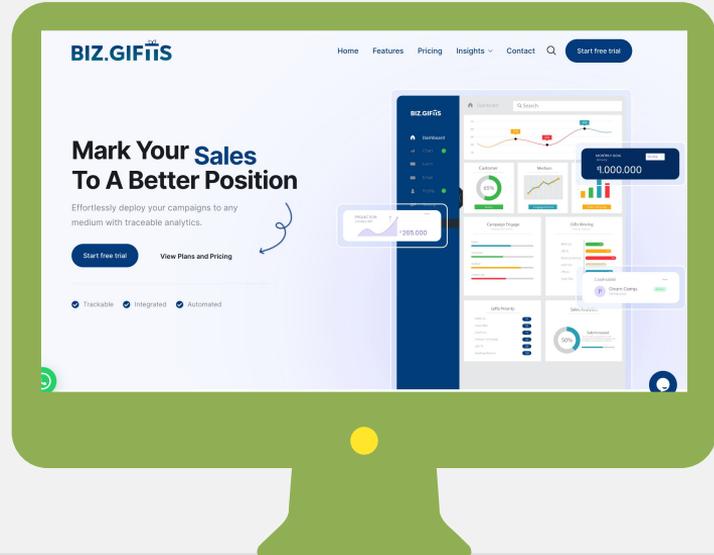
## Request Feedback and Reviews

Use the collected data to request feedback and reviews from your customers. After a catering experience, send a bulk WhatsApp message asking for their opinions and suggestions. This not only shows that you value their input but also provides you with valuable insights for improving your service. Encourage satisfied customers to leave positive reviews on platforms like Google, social media etc

**Support!**

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# Thank You!

Do you have any questions?

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