



## MARKETING AND PROMOTIONS MODULE

Creating a successful online marketing strategy is crucial toward strengthening your relationship with your customer and increasing revenues.

And using the right software to support your online marketing initiatives is the first important step.

By using the full array of out-of-the-box marketing tools in Hitachi Solutions Ecommerce, businesses gain a comprehensive set of advertising, promotional, and social media tools that advance outreach and brand awareness to both new and existing customer bases.

Hitachi Solutions Ecommerce has processed more than **\$10 billion in revenues** for our clients on the platform.

Hitachi Solutions Ecommerce helps you:

- Increase conversions by improving native design functionality and streamlining checkout.
- Gain complete oversight over each online store's activity and customer needs.
- Empower your customers with a self-service "My Account" portal.
- Provide the highest security standards with PCI compliance

### Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.

- It starts with **core technologies** integrated with Microsoft Dynamics ERP so you can get up and running quickly
- We extend that with our **consistent investment** in the product that gives you cutting-edge technology developed with both B2B and B2C in mind
- Finally, we deliver a **robust solution** to provide the functionality you need, so you can focus on your unique strengths, not on basic technology



## Special Offers and Promotions

Create unlimited item, product category, order and shipping promotions with Hitachi Solutions Ecommerce. Offering special discounts boosts average order values by grabbing customers' attention and convincing them to spend more than they had originally intended.

- **Offer bundled promotions** (e.g., "Buy two, get one free")
- **Add restrictions to promotions** based on order size, item, category, or customer/customer category (e.g., special offer for fan club members only)
- **Specify the exact time** when a promotion will activate or expire
- **Apply promotions** automatically or manually
- **Review sales** by promotion reports
- **Offer multiple promotions** with a single coupon code (e.g., 15% off on total purchase and free ground shipping)



## Customer Loyalty Rewards Program

Customer loyalty programs are highly effective, widely used marketing campaigns that encourage buyers to make repeated purchases, creating a loyal customer base that will continually choose your business over your competitors.

- **Provide** the chance to earn reward points when your customers perform various actions on the website, then allow them to redeem those rewards for discounts
- **Configure** different earning rules and reward accruals for specific user actions (e.g. a new customer earns 50 reward points by registering; customer who purchase over \$100 earn 30 reward points; etc.)
- **Allow buyers** to redeem based on purchase exchange rates (e.g. get \$10 off every 20 points spent)
- **Set up** various limitations for reward actions, such as minimum reward points required to redeem; minimum purchase amount required to redeem; maximum rewards points redeemed per order; shipping to be paid by reward points; etc.
- **Allow store managers** to review earned/redeemed/expired reward points on a monthly basis in a rewards report
- **Enable customers** to view and manage their reward points through personal accounts, and to redeem those points during checkout



## Marketing Your Promotions

Strategically market special offers with intelligent site placement (banners, navigation stickers, Deal of the Day, etc.). Use design-friendly UI tools to set up banners, such as drag and drop features that dynamically modify the store layout and improve conversion rates.

- **Create promotional banners** that can click straight into the items or categories being promoted
- **Use Promotional stickers** in different areas of the storefront, such as the navigation section or as a floating cart
- **Floating cart promotional stickers** display special offers and discounts once a customer adds an item to the shopping cart
- **Set up product recommendations** on best sellers, featured products, most popular, and new arrivals
- **Offer gift-wrapping** or gift messages to customers for purchases
- **Sell gift certificates** and gift cards of any denomination to customers with appropriate revenue recognition in your accounting system
- **Email coupons/promotions** that link to a specific page to drive visitors to other inventory
- **Create email marketing campaigns** with segmented customers, and measure the results