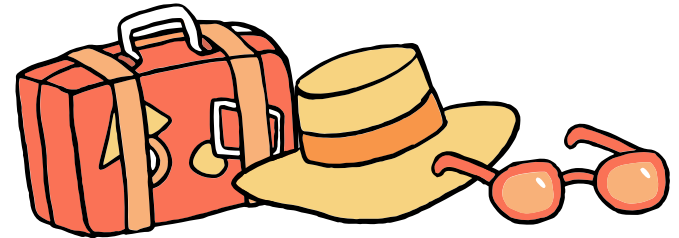# BIZ.GIFTS

Tours And Travels

Here's How You Can Utilize Biz.Gifts for Your Business

Objectives

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.

Table of Contents

01

About us

02

Product

03

Integration

04

Benefits

05

Implementation

06

Support

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

Why *Biz Gifts* ?

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.

Product Features !

Solid Planning

It refers to the careful, thorough, and strategic preparation of a marketing or promotional initiative. In the context of a business or organization, a campaign is typically an organized effort to achieve a specific goal, such as increasing brand awareness, launching a new product, driving sales, or changing consumer behavior.

Collaboration Tool

It designed to facilitate and enhance teamwork, communication, and productivity among employees within a business or organization. These tools provide a digital workspace where team members can collaborate on projects, share files, communicate in real-time, and manage tasks efficiently.

Data protection, in the context of technology and information security, refers to the practice of safeguarding data from unauthorized access, use, disclosure, disruption, modification, or destruction. It aims to ensure that sensitive information remains confidential, integral, and available when needed. Data protection includes various measures and protocols implemented to prevent data breaches, data loss, and other malicious activities.

Data Protection

Quality Scores

Quality scores are numerical assessments or rankings given to products, services, or entities based on specific criteria. These scores are often used to gauge the level of excellence or reliability of the subject being evaluated.

Software support refers to the range of services provided to users of a software product to ensure its proper functioning, troubleshoot issues, and optimize performance.

Software Support

Management

It's a term used to describe the technologies, strategies, and practices that organizations use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth.

03 Integration

01

Export Leads to CRM

02

Easy Navigation

03

WhatsApp Automation

04

Customize with your Theme

04 Benefits For Business !

Because we are great for catching your customer's attention
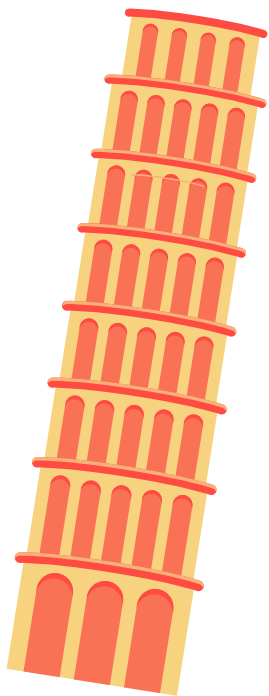
05
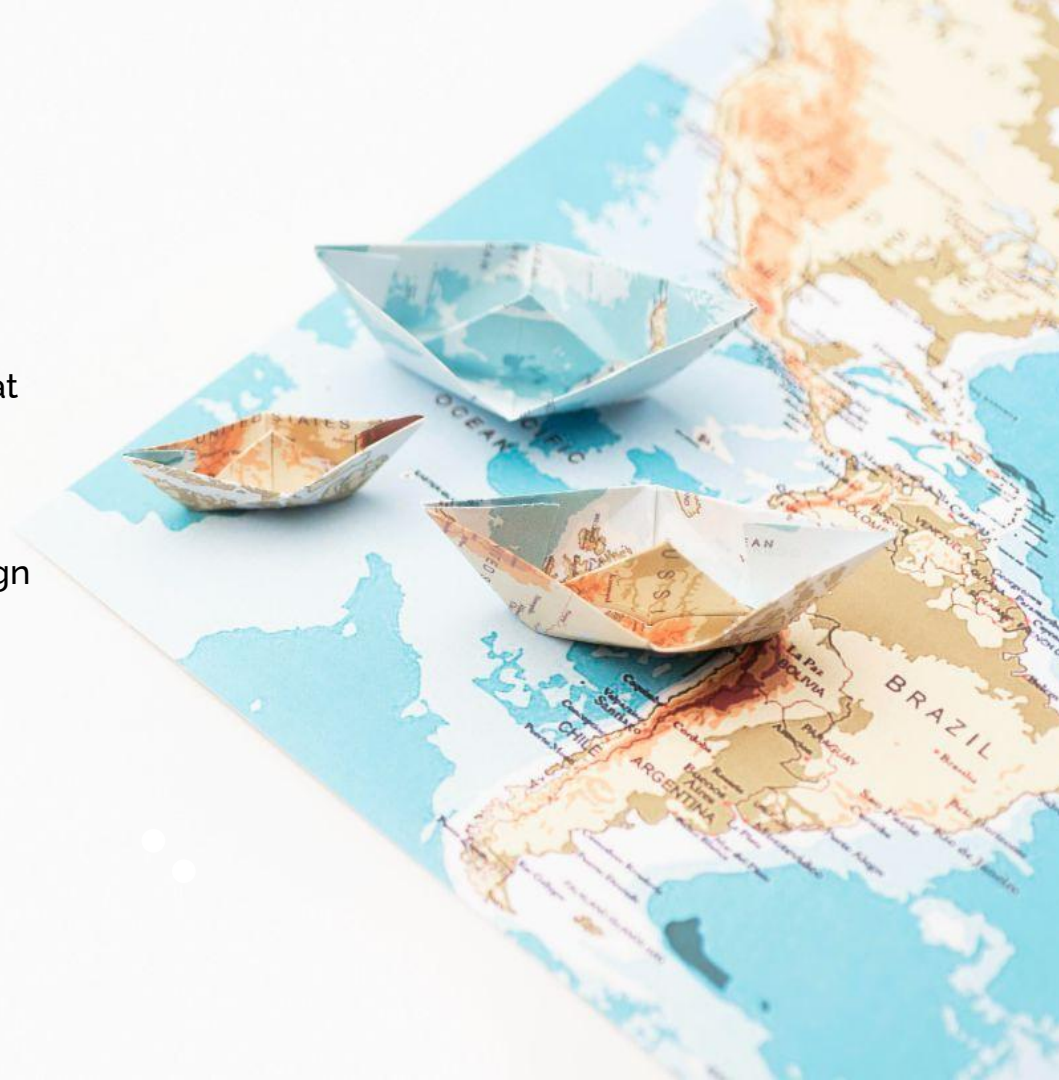# Implementation

Gifts/Offers

A personalized offer campaign on tour packaging refers to a marketing strategy that targets specific customers with tailored promotions and discounts on packages, accessories, and others. This type of campaign can help businesses increase customer engagement and loyalty by providing offers/gifts based on their age group.

The Process !

Win exciting
Gifts/Offers

Claim Gifts

Step 1

Step 2

Step 3

Step 4

Scan the QR Code

Connect through
WhatsApp

Campaigns

Seasonal Offers

Social media campaign
Connect to Biz Gifts portal

Free Travel Accessories
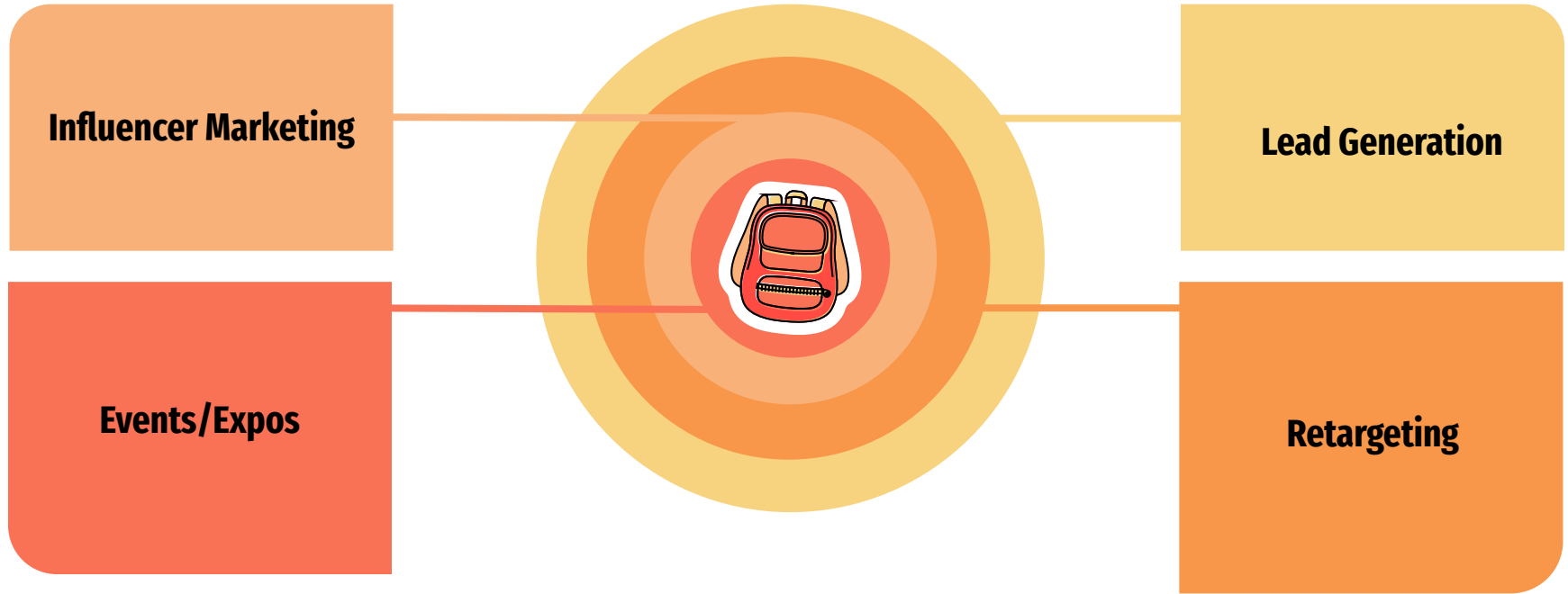
Give Free Travel
Accessories as gifts or
complimentary

Flat discount on every trip

Set as random Offer on
Biz Gifts

The Process...

Influencer Marketing

Events/Expos

Lead Generation

Retargeting

Retargeting

100% of the existing customers

All our customer data will be used for the WhatsApp campaign.

95% of the Campaign Audience

Retarget all the audiences who engaged with the campaign with the help of pixels.

100% of the Interactive Audience

The audience that interacts with our platform will be retargeted.

90% of Walkin Audience

We can retarget almost all customers who interact while walking at expos or events.
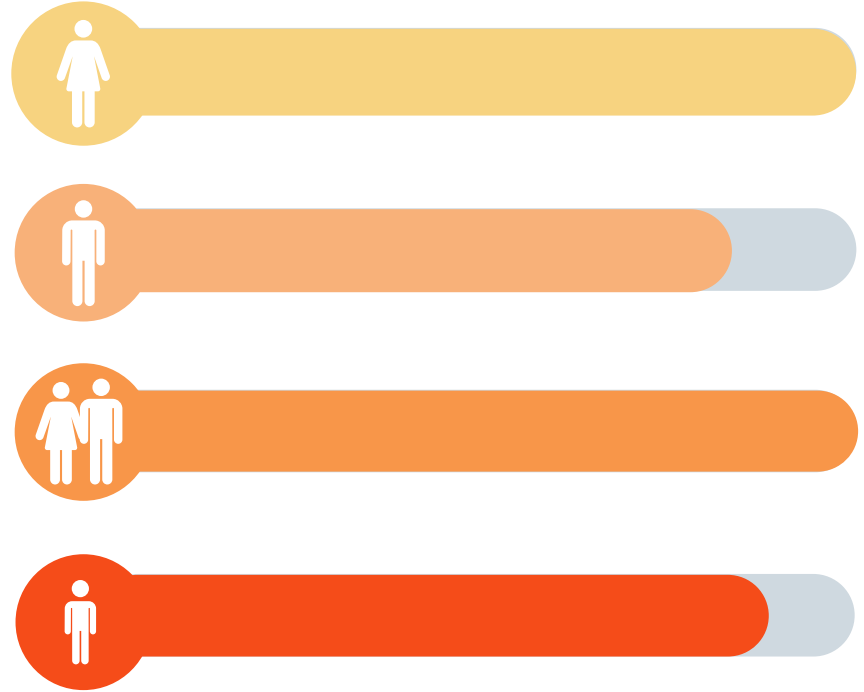
Social media Integration

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.

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.

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.

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.

Lead to Sale

Our system facilitates the process of converting a lead into a customer by providing detailed analytics on lead behavior and engagement, allowing sales teams to prioritize follow-ups effectively. Additionally, our platform integrates seamlessly with CRM systems to ensure all lead information is centralized and easily accessible for sales representatives.
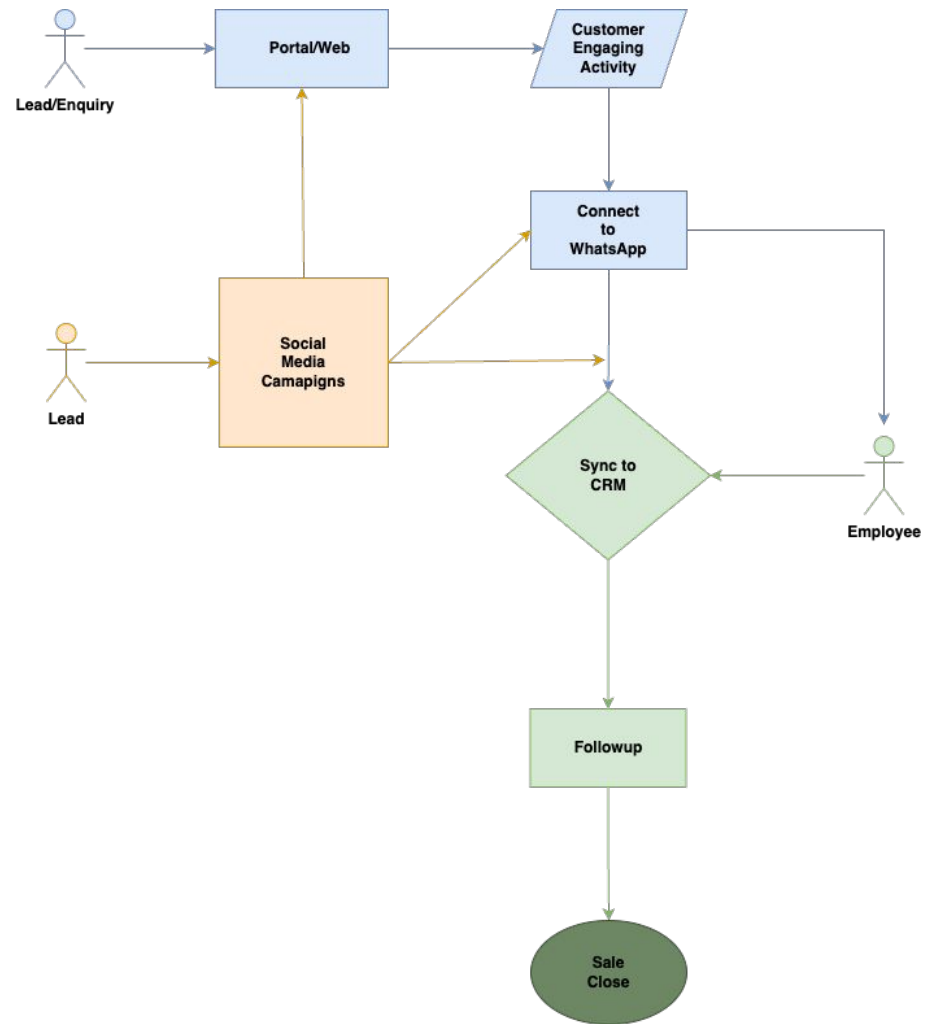
Support !

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Thanks !

Do you have any questions?

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