***Why are notifications important?***

When you switch on the net first thing in the morning, many notifications pop up on screen. Some are social sites and some e-commerce apps and then we browse accordingly. I am mostly on the phone usually in the morning because I sleep after turning off my net and when I switch it on in the morning many notifications pop up on the screen and then one by one I see every notification. These notifications remind us of our daily schedule, and also let us know who posted a new pic on instagram.

Many people open an e-commerce site after seeing the push notification. Push notifications are a very important part of e-commerce strategy. If you are using an e-commerce app then you want push notifications to remind you of a new sale and to buy what you have stored in your cart. They have increased business a lot. For every new collection that comes in your e-commerce store you get customers easily.

***What do you know about push notifications?***

Push notifications are small messages that pop on your screen everytime the new thing happens in an application or website. They are sent regardless of the apps being open or closed. They inform customers about new sales or the things you have added in your cart. With the very alluring topic they sent the notification of the deal that makes customers switch directly to the app or website.

I hardly remember how many e-commerce apps I have on my mobile because I use shopping apps a lot and everytime i download some new app but push notifications help me to remember about the deals of apps and fortunately makes my shopping more amusing. We receive a lot of notifications daily and mostly are e-commerce apps and emails.

It is very important to ask about app permissions. Some people don't like to put their email address or some don't like to put their mobile number. Few of them keep their notifications close due to some personal issue. So an app should always ask for app permissions and must always allow to switch off notifications if the user wants to. App permissions help to capture the intentions of customers and inform the value of subscribing the push notifications.

Users don't like too many notifications popping everytime. This leads to opting out of receiving notifications. To increase the opt-in rate of notifications then they must be captivating and must pop up in a time period so that users take their mobile phones to see the notifications rather than turning them off. The best time to send the notification is when users are likely to receive notifications.

* **Push notification that one can implement:**

There are many things that one can convey through the push notifications. But some of them end up irritating the user. So, what are possible options that we can use ? Well there are still many things that the user would like an regular update on. Let's discuss a few of them :

* + **Thank the user for using the app:**

Many apps thank the user for staying on the app or write down their reviews. Thanking them with a push notification is a very good idea. Lead generation companies such as Amazon also use this to thank their customers.

* + **Stock and carts alerts:**

Enabling users to sign in and provide them continuous updates on the stocks that they took interest in is one of the best uses of push notification. When the product you have added in your cart is currently out of stock then with the help of notification you easily get to know when it transpires in stock.

* + **Pique their curiosity:**

Customers are interested in things that create a hype or things that are different. Like a sale or a competition or things that would make them click on it and open it up .Issuing a challenge or making an assumption is the best strategy here.

* + **Order/Delivery updates:**

Many people like to keep it up to date about what's happening to their order . Like when dispatched ,shipped ,when will it arrive .Using push notification to let them know the process of their order is one of the best uses.

* + **Reminder:**

Many people often forget things after starting and get buried in some other work. A reminder from an app could be very helpful at those times . It not only helps the user to complete the task but makes them feel good .

* + **Tell about update:**

Many people suffer with some problems in an app sometimes. That makes them the need for an update of the application. So letting them know beforehand is a good idea for push notifications.

* + **Flattery:**

Many users use an app for a long time and are doing great things or have explored many things in the app. One can always use flattery as a good idea, this will make them feel good for using the app .

* + **Weather news:**

Weather news is the thing every person no matter the age needs to see nowadays. Before planning a weekend, before going shopping or any other outdoor activity weather plays an important part . So weather news is a very good idea.

* + **Make jokes:**

Making their users laugh is the best way to ensure that your customers are happy and will continue using your product. Some jokes would lighten the mood and make them happy .

* + **Make them feel a part:**

Making the users feel that they are a part of their community is one of the best ways to ensure for them to use the product in future. Some texts on notification are enough to do the trick.

What makes your push notification attractive and eye-catchy? Your push notification must be actionable and it should have a clear purpose behind it. If your notification will be of a full paragraph with only lines written then no one would show interest to open it. So, it should contain some emojis, some coloured lines and highlighted text of the discount you are offering.

Even the emails do the best marketing of e-commerce but if your email would be very formal with only words written then it will misspend. Email marketing companies are very tech-savvy and implement the use of videos and artificial intelligence. If you will add videos in emails then the viewer will probably watch that video and will get to know about the deal. Companies include the posters and links that will take you directly to the application. They highlight the text and send messages in a very conversant way.

Push notifications create ecstasy in customer relation strategy. Push notifications connect you directly with the customers. Accommodation creates incumbent bonds between them. They sprightly check notifications and do shopping. It makes them agile.