



HOW TO ADVERTISE YOUSTICE TO YOUR CUSTOMERS?

Would you like to make as much possible out of your Youstice experience?

Make sure that your customers are aware of Youstice and all the key benefits of our service! There are many ways how to do it. Read our tips below for inspiration:



1. Write a blog post

- Introduce Youstice to your community and elaborate on the benefits of using Youstice
- Our experts will happily contribute to your blog, introducing topics, relevant for your audience, eg. rules for shopping safe



2. Send a newsletter

- Inform your subscribers that you've partnered with the world's leading e-commerce solution and how they can take advantage of your services with Youstice



3. Distribute a press release

- Announce your partnership with Youstice



4. Mention Youstice on social media

- Direct your fans/followers to the Youstice website



5. Add the Youstice logo and information on your website

- Add Youstice logo to your site to increase your credibility and help potential customers feel more secure when purchasing at your shop. Mention a sentence or two about Youstice in the section, dedicated to customers/customer care



6. Prepare simple informative banners about benefits of Youstice for customers and place them on your website.

Eg. Click here for a quick resolution to your issues!



7. Make Youstice visible on your company's Facebook profile

- If you use Prestashop, Magento, VirtueMart, WooCommerce or Opencart to run your business - the Youstice plugins for those platforms include a link to submit a complaint, which is also optimized to be used on social networks, eg. Facebook. Take proactive approach to negative feedback and encourage users to redirect them off of your 'walls'!

- Look for the link in the Configuration page of our plugins



8. Offer Youstice service as an alternative option to those customers who intend to write a negative review about your store

- Let your marketplaces (e.g. PriceRunner.co.uk, idealo.de, etc.) know you're using Youstice to resolve your complaints and encourage them to proactively advise users to try to resolve their claims first via Youstice in case they are about to post a negative review.

- Or tell us which online markets you use, and we'll arrange the rest





9. Promote your relationship with Youstice at events

- Youstice attends dozens of events every year and we love to talk about our partners! Return the favor and you'll give event attendees another reason to stop and chat with you when they know you're partnered with Youstice



10. Organize webinars/chats and invite Youstice as experts to raise awareness to the issues, such as:

- Tips for safe shopping
- Easy rules for cross-border purchases
- Where to seek for help when something goes wrong with your purchase?

Why to advertise Youstice?

Youstice is a new solution. That is why you should assist consumers and point them in the right direction! Explain to them why use this new communication channel and what are the key benefits for them.

Key benefits of Youstice for your customers are the following:

- A. Guarantee of simple, direct contact with the shop's staff**
- B. Quick response and resolution of issues**
- C. Always a fair decision - thanks to the unique option to escalate unresolved issue to a neutral professional**
- D. Multilingual feature with the option to resolve the issue in customer's own language**