

OPENCLASSROOMS

Engagement Type	Concept	Objective	Example
1. Online flash sales	Offer exceptional promotions for a limited time (typically 24 to 72 hours).	Create a sense of urgency to prompt immediate purchases.	50% off selected products for 48 hours, while supplies last.
2. Live shopping	Broadcast live product presentations on platforms such as Instagram, Facebook, or the brand's website.	Offer an interactive, engaging experience while boosting live sales.	An influencer or brand representative presents the new collection live.
3. Online contests	Organize a game or contest on social media or the website to attract customers and generate engagement.	Encourage user participation and increase brand visibility.	An Instagram photo contest where participants post an image featuring a product from the brand.
4. Live events or webinars	Organize virtual events or webinars to showcase products, provide expert advice, or discuss market trends.	Generate engagement and build brand credibility.	A webinar hosted by a beauty brand to explain the benefits of its products.

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5. Online product launches	<p>Launch a new product exclusively online with special offers or dedicated events such as livestreams or preorders.</p>	<p>Build excitement around the launch and capture customers' attention from the start.</p>	<p>Launch of a new smartphone with an online preorder campaign.</p>
6. Personalization of offers and product recommendations	<p>Use customer data (purchase and browsing history) to deliver personalized offers and recommendations.</p>	<p>Increase conversion rates by offering a personalized shopping experience.</p>	<p>Send an email marketing campaign with product recommendations based on previous purchases.</p>
7. Loyalty programs and subscriptions	<p>Offer rewards for customer loyalty or create a subscription program with exclusive benefits.</p>	<p>Encourage repeat purchases and maintain a constant connection with customers.</p>	<p>A program where customers earn points for every online purchase.</p>
8. Personalized offers through retargeting	<p>Use retargeting to display personalized ads to customers who have already visited the site or left items in their cart.</p>	<p>Recover potentially abandoned sales and maximize conversions.</p>	<p>An automated follow-up email with a discount code for a customer who abandoned their cart.</p>

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9. Newsletter and targeted email campaigns	Send personalized emails to subscribers featuring special offers, new products, and product recommendations.	Stay in regular contact with customers and encourage them to revisit the site.	A weekly newsletter featuring private sales and best-selling products.
10. Collaborations with influencers	Partner with influencers to promote products or services to their audience through sponsored content.	Leverage the influencer's credibility and audience to reach a new target market.	A fashion influencer showcases an exclusive collection on their Instagram account.
11. Exclusive online discounts and promotions	Offer discounts and special deals available exclusively on the website or mobile app.	Increase online sales by offering a unique advantage to digital users.	Offer "Extra 10% off online purchases" or "Free shipping this weekend."
12. Viral challenges and user-generated content	Launch social media challenges or campaigns where customers share content related to the brand.	Create a viral effect and boost engagement while increasing visibility.	A TikTok challenge where customers showcase their style using the brand's products.

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13. Augmented Reality (AR) and Virtual Reality (VR)	Use augmented or virtual reality to create an immersive experience that lets customers test products virtually.	Provide an interactive, immersive experience that attracts customers and supports purchasing decisions.	An augmented reality app that lets users virtually try on glasses.
14. Digital samples and testers	Offer free trials or digital samples of select products, especially in the cosmetics, software, or services sectors.	Encourage customers to try a product before purchasing.	Offer a virtual makeup sample that lets users see how a color would look on them.
15. Online prize draws and lotteries	Organize online lotteries or prize draws, often in exchange for specific actions such as subscribing to a newsletter.	Generate engagement and collect contact information for future marketing campaigns.	A prize draw offering the chance to win a flagship product in exchange for subscribing to the newsletter.