What are web push notifications?

If you haven’t found out yet, today’s your lucky day. Web push notifications are an awesome new development in marketing technology that can make or break a small business these days, so read on to find out what the hell they are!

Web push notifications appear on your computer, phone, or tablet screen to inform the reader- even when you’re not using an app or browser. They always require permission to be activated, of course – we’re not talking about popups here. However, the great thing is there’s no complex CTA form where the user needs to fill in an email address and other information. A message appears giving the option to click “allow” for web push notifications, and that’s it.

Let that sink in for a second.

If someone using your site clicks “allow”, they’ve basically subscribed to a newsletter that you control, and they don’t even need to be surfing the internet to receive a message from you. Trying to [fight shopping cart abandonment](https://pushcrew.com/best-practices/increase-website-traffic-push-notification-tips/)? This is the perfect system.

New offer? Blog post? Announcement? Send out a web push notification to your loyal subscribers and they’ll receive it on their device, and all they had to do was click “allow”. No newsletter, no back and forth – things just got a lot more streamlined. Sounds good? It is!

[Web push notifications are an emerging trend](https://mobiforge.com/design-development/web-push-notifications) that will totally reshape the way we do business online. Online marketing is going to see these replacing newsletters and other increasingly outdated methods of advertising over the coming months and years. I know, I know – things move fast. Don’t worry though, we’ve got you covered.

If you need to stay up to date with the latest in online marketing tech and learn how to convert visitors into subscribers and boost your business, just keep in touch – whenever a game-changer like web push notifications comes along, we’ll be on the front line figuring it all out and passing the information along to you.

So don’t be a stranger!

Sign up for a free account and keep stay on the cutting edge of what’s going on in the fast-paced world of online marketing.