



Cascio Interstate Music ranks in the top 15 among USA's musical instrument retailers, and is one of the nation's top drum retailers.

Cascio
interstatemusic.com

“To continue to be successful, it’s important to have a continuous connection with our customers through channels like email updates. By adding quality customers as email subscribers, ShopSocially is helping us achieve great results with our email marketing program.”

Lara Jarrette | Web Content & Marketing Manager, Cascio Interstate Music

Objective:

LEVERAGE WEBSITE TRAFFIC TO ACQUIRE EMAIL SUBSCRIBERS AND INCREASE SALES CONVERSION RATE

- High sales conversion rate of 17.32% for email subscribers
- Converted 2.2% of website traffic into email subscribers
- Efficient customer acquisition through referrals
- Higher user-engagement and enhanced product discovery

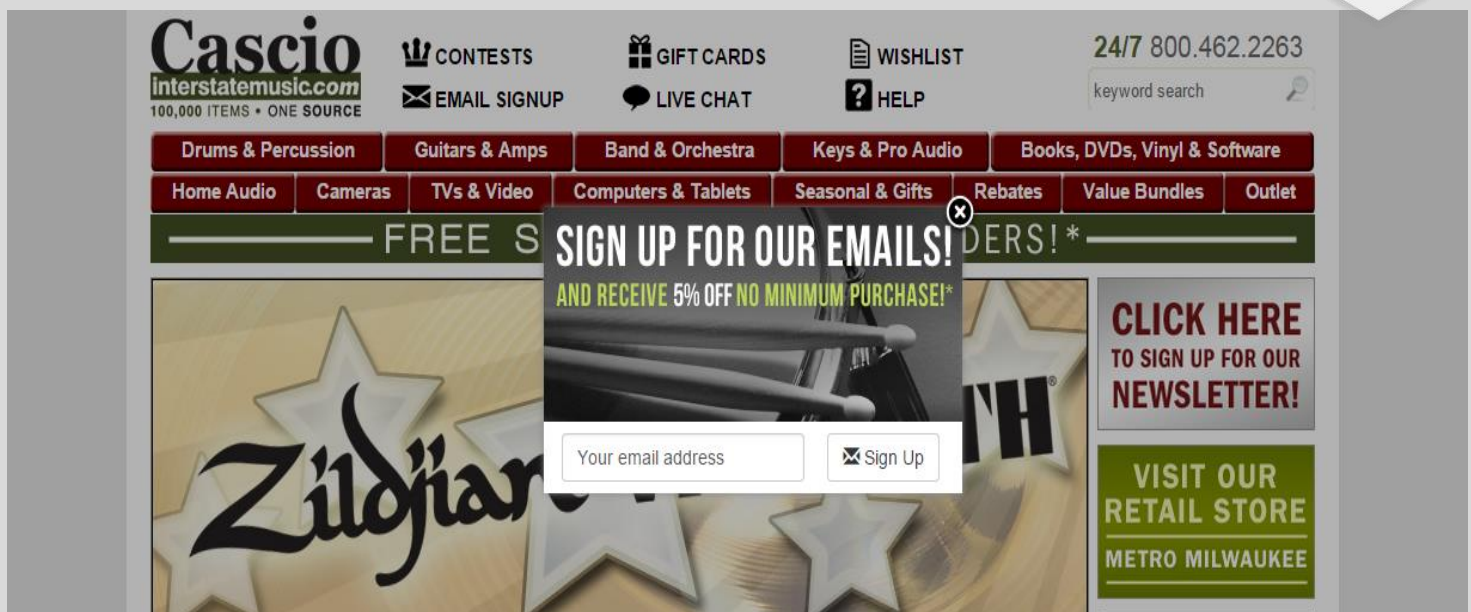
GENERATE HIGH-QUALITY EMAIL SUBSCRIBERS THAT CONVERT

METHODOLOGY

Cascio Interstate Music receives a lot of impressions on its eCommerce website everyday. The company wanted to leverage its website traffic and stay in a constant touch with the users. Using ShopSocially's [Get-an-Email app](#), Cascio Interstate accomplished this by employing an incentivized email acquisition strategy on its website. Cascio rewarded website visitors with a discount coupon for becoming email subscribers. This resulted in 2.2% of its website visitors subscribing for email updates from Cascio Interstate, establishing a constant connect with Cascio. These email subscribers converted at a high rate of 17.32%. This allowed Cascio to convert web impressions into actual sales.

RESULTS

- 2.2% of website visitors converted to email subscribers
- 17.32% sales conversion rate for email subscribers



The screenshot shows the Cascio Interstate Music website interface. At the top, there is a navigation bar with the Cascio logo, "interstatemusic.com", and "100,000 ITEMS • ONE SOURCE". Navigation links include CONTESTS, GIFT CARDS, WISHLIST, EMAIL SIGNUP, LIVE CHAT, and HELP. A search bar is located on the right with the phone number 24/7 800.462.2263. Below the navigation bar is a category menu with buttons for Drums & Percussion, Guitars & Amps, Band & Orchestra, Keys & Pro Audio, Books, DVDs, Vinyl & Software, Home Audio, Cameras, TVs & Video, Computers & Tablets, Seasonal & Gifts, Rebates, Value Bundles, and Outlet. A large green banner across the middle reads "FREE SHIPPING" and "SIGN UP FOR OUR EMAILS! AND RECEIVE 5% OFF NO MINIMUM PURCHASE!*". Below this banner is a Zildjian advertisement featuring a cymbal and the brand name. To the right of the banner is a "CLICK HERE TO SIGN UP FOR OUR NEWSLETTER!" button and a "VISIT OUR RETAIL STORE METRO MILWAUKEE" button. At the bottom of the pop-up, there is a text input field for "Your email address" and a "Sign Up" button.

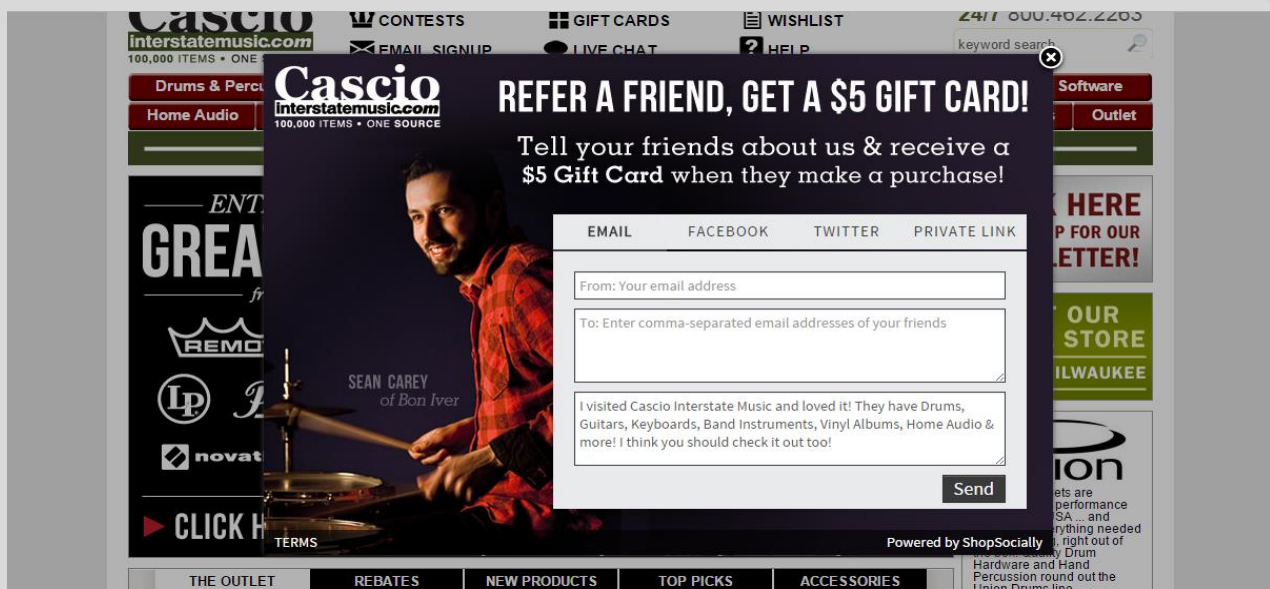
ENCOURAGE WORD OF MOUTH AND GENERATE NEW LEADS

METHODOLOGY

Cascio's customers are passionate about music. Referrals from such passionate customers form the best word-of-mouth promotions for any brands. Cascio leveraged this passion of its customers by using ShopSocially's Refer-a-Friend app. [Refer-a-Friend app](#) interface was customized to suit the existing user experience on site. The app also prompted user to draft a custom message endorsing Cascio brand and share it on their preferred social networks as social posts. Cascio Interstate incentivized these referrals by awarding \$5 gift card for each referral. The entire interaction happened onsite and users never had to leave the website. This resulted in highly profitable viral spread of Cascio brand on social media.

RESULTS

- Personalized and seamless referral campaign
- Viral spread of the brand
- Leveraging passion of customers to drive word-of-mouth endorsements for brand



CREATE STRONG SOCIAL PROOF AND BUILD TRUST

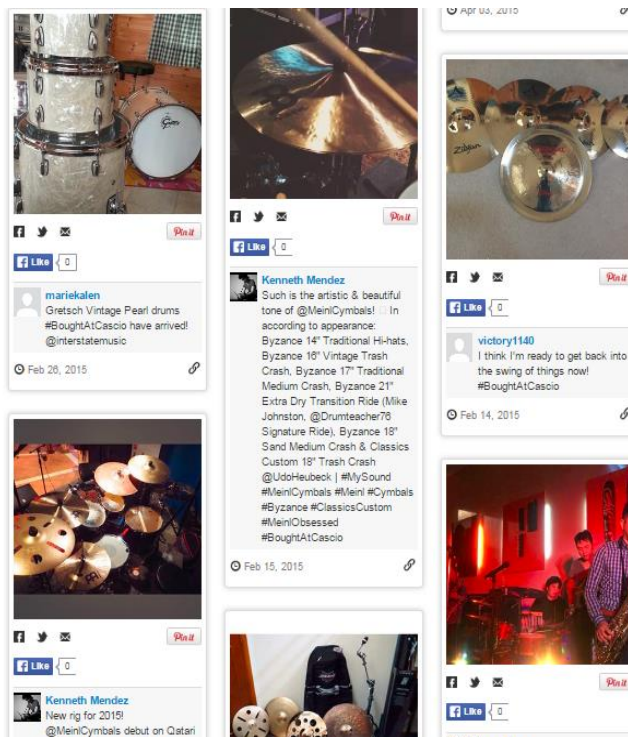
METHODOLOGY

Customer delight is at the highest when their preferred musical instrument they bought on Cascio site arrives at their doorstep. Cascio Interstate captured this customer joy using ShopSocially's [Photomonial app](#). Cascio gave a chance to its customers to share this special moment in the form of social photos – or 'selfies' – on social channels like Instagram, Facebook and Twitter using a hashtag #BoughtAtCascio. ShopSocially's Photomonial app, aggregated these customer photos and showcased them on Cascio Interstate's website.

Photomonial app enabled Cascio Interstate to build a visual social proof on its site and increased consumer-trust for the brand.

RESULTS

- Visual social proof enhanced brand's credibility among the customers
- Photos from real customers increased customer engagement on site





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER LOYALTY

PRODUCT STORIES

SOCIAL GAMIFICATION

SHOP WITH FRIENDS

VIRAL EMAIL ACQUISITION

ABOUT US

ShopSocially is the leading SaaS-based social commerce platform for marketers. It is the social platform of choice for 100s of top brands including Target, HBO, ULTA, Dressbarn, Crabtree & Evelyn, Deckers, Zazzle, Zipcar, Beachbody, SportChalet, Beretta, Bluefly, etc., generating millions of dollars in attributable, incremental revenue.

ShopSocially consists of a suite of social modules that marketers can embed on their websites to maximize word-of-mouth referrals, customer engagement, and conversion.

Connect with Us today!

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