

Educational Publishers who provides educators with practical, creative and engaging materials that enrich the PreK–8 curriculum.



“Integrating ShopSocially’s Get-an-Email app has proven to be a successful, cost-effective campaign. The easy-to-integrate app has helped us achieve our goal of growing our email list. Evan-Moor’s email program continues to be an effective online marketing channel.”

Trisha Thomas, CMO | Evan-Moor Educational Publishers



Objective:

CONVERT WEBSITE VISITORS INTO HIGH QUALITY EMAIL SUBSCRIBERS

- Rapid addition of 1000s of high quality email subscribers through ‘Get-an-Email’ app
- Achieved 38.66% sales conversion rate from these email subscribers
- Ensured regular brand recall and drove high results from email marketing programs
- Acquired high quality traffic through word-of-mouth recommendations

ENCOURAGE VISITORS FOR EMAIL SIGNUP

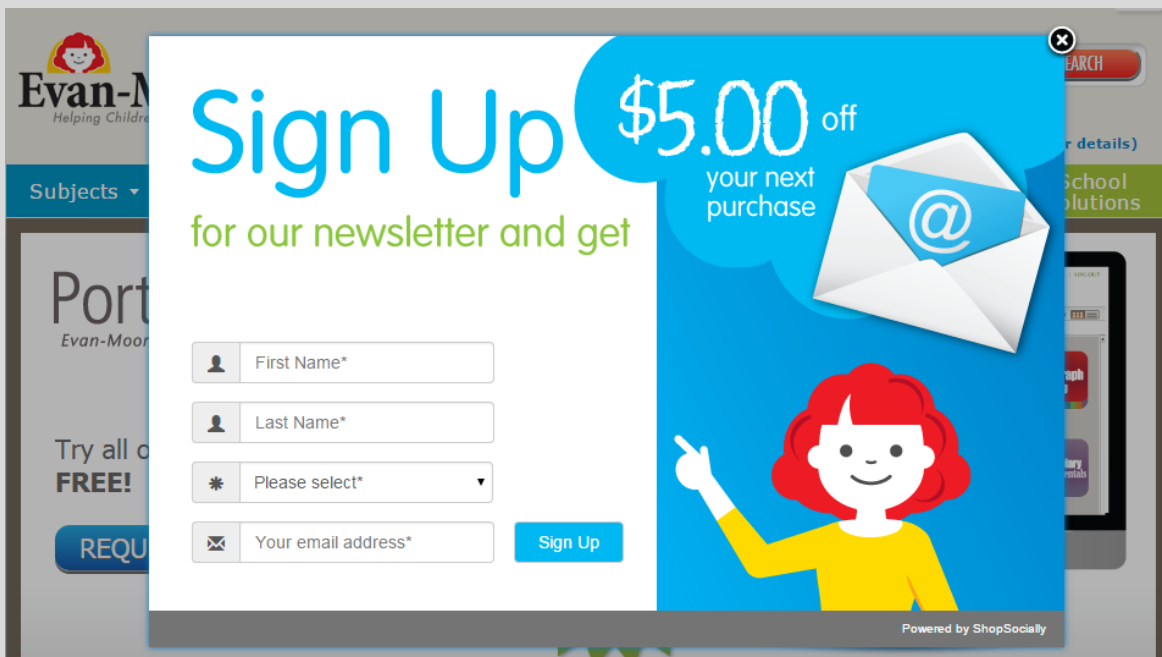
METHODOLOGY

Evan-Moor, an award-winning provider of educational materials, wanted to acquire email subscribers and share attractive offers via emails and newsletters. To acquire new subscribers, Evan-Moor embedded ShopSocially's [Get-an-Email](#) app on its website and offered a discount of \$5 Off to visitors for becoming members of email subscription program. Incentive was delivered inline and user never had to leave Evan-Moor website. This made the entire process of signing up for email subscription program very easy and ensured that customers on Evan-Moor always had an easy and unrivalled buying experience.

ShopSocially's Get-an-Email app helped Evan-Moor in rapid addition of high quality email subscribers, who converted into sales at an impressive rate of 38.66%.

RESULTS

- Email signups led to impressive sales conversion rate of 38.66%
- Got 1000s of high quality email subscribers
- Higher conversion rate because visitors felt they 'earned' the coupon



CONVERT VISITORS INTO SOCIAL BRAND AMBASSADORS

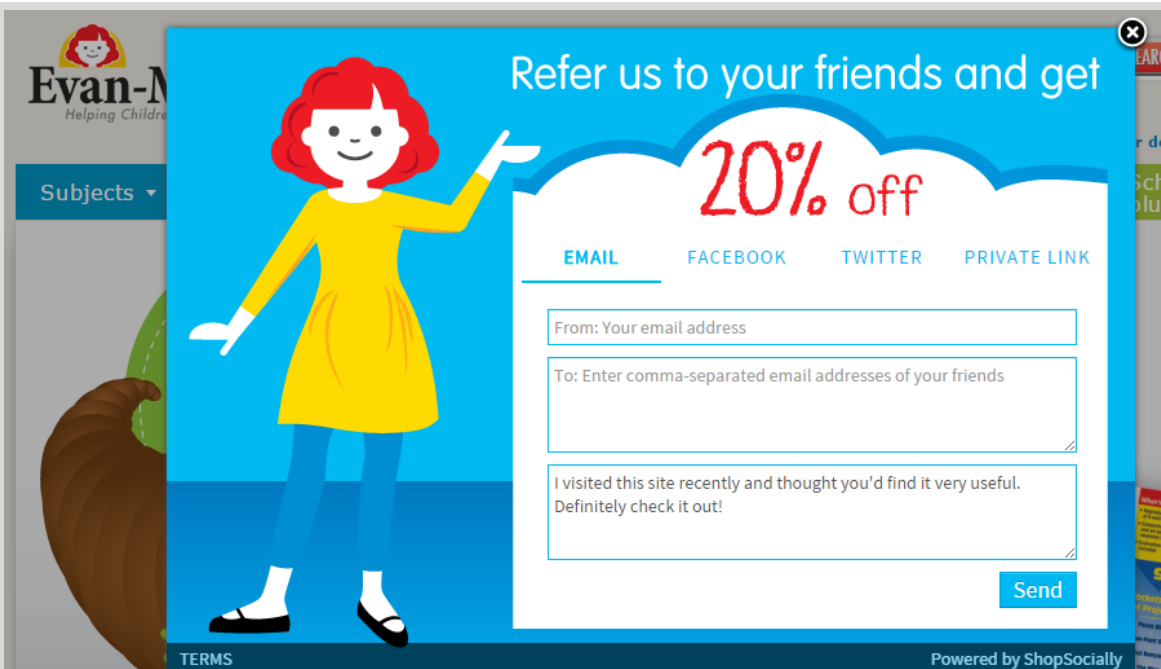
METHODOLOGY

In addition to Get-an-Email app, Evan-Moor also embedded ShopSocially's very popular [Refer-a-Friend](#) app on its website. Through this app, Evan-Moor offered its site visitors an immediate discount of 20% for sharing their website with friends and family. This interesting offer grabbed the site visitors' attention and encouraged them to share the Evan-Moor website via various channels such as email, Facebook, Twitter, etc.

Evan-Moor received thousands of referrals within a short span of time and got a hike in high quality referral traffic to the site by 10%. Refer-a-Friend also ensured 2-5 click backs for every referral as well as huge number of social media fans and followers.

RESULTS

- 1000s of social posts created endorsing Evan-Moor brand
- Evan-Moor got high quality traffic to site through referrals
- Established online virality for brand Evan-Moor





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER Q&A

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!

[REQUEST A DEMO](#)