

A leading online provider of hand-picked wines for enthusiasts and connoisseurs

The logo for invino, with 'i' in red and 'nvino' in black.

“With invino being in niche business, it is important for us to drive quality traffic to our site on a regular basis through the right marketing channels. ShopSocially's result-driven referral marketing channel helped invino drive valuable word-of-mouth promotions and resulted in a marked increase in traffic and revenue.”

Tony Westfall, CEO | invino



Objective:

INCREASE SALES USING WORD-OF-MOUTH PROMOTIONS

- Established online virality for brand invino
- 10.33% sales conversion rate for traffic generated from referral strategy
- Converted site visitors into social brand ambassadors
- Achieved a conversion rate of 30.81% using social share of purchases

GET HIGH QUALITY TRAFFIC THROUGH WORD-OF-MOUTH RECOMMENDATIONS

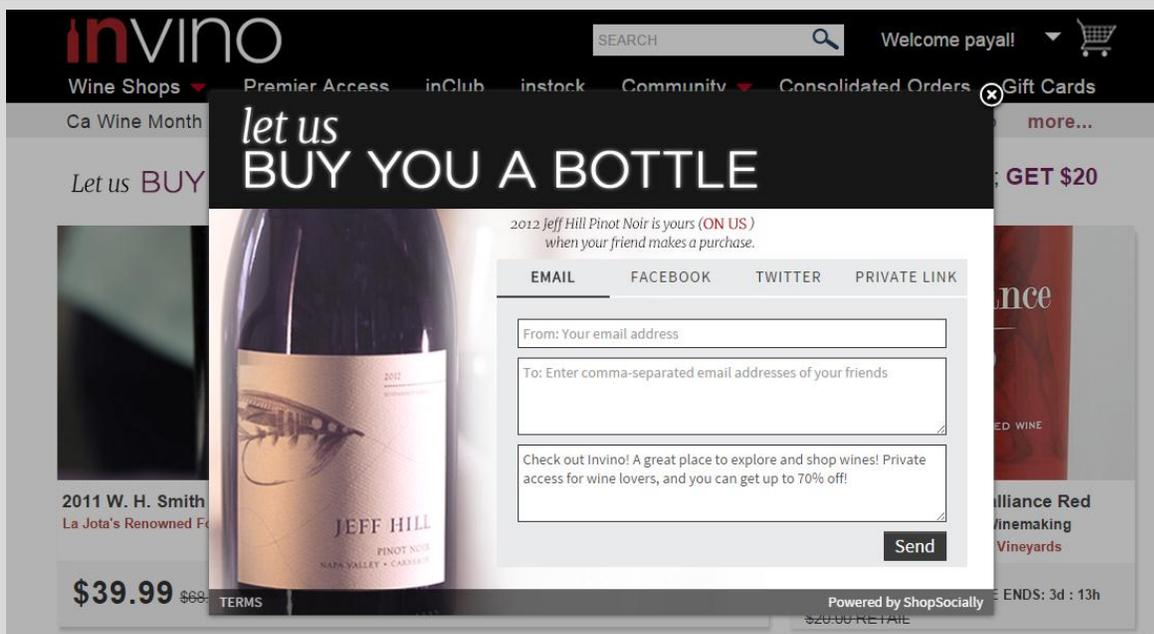
METHODOLOGY

invino, a leading provider of handpicked wines wanted to leverage the passion of its customers by converting its website into a powerful word-of-mouth referral engine. To achieve this, invino embedded ShopSocially's '[Refer-a-Friend](#)' app on its website and offered visitors a 'free bottle of wine' for sharing their website with friends and family. This interesting offer grabbed wine lovers' attention and encouraged them to share the website via various channels like email, Facebook, Twitter, etc.

invino received thousands of referrals within a short span of time and drove high quality referral traffic to the site. This referral strategy converted invino brand into a word-of-mouth powerhouse and led to a sales conversion rate of 10.33%.

RESULTS

- Referral traffic led to impressive sales conversion rate of 10.33%
- 1000s of social posts endorsing invino brand
- invino got high quality traffic to site through referrals



CONVERT CUSTOMERS INTO BRAND AMBASSADORS

METHODOLOGY

In addition to Refer-a-Friend, invino also embedded ShopSocially's app, '[Share-a-Purchase](#)' on its website. Customers are most excited about their purchase just after the billing and this app helped invino tap that moment of post-purchase delight. invino encouraged its buyers to share their purchases with friends via Facebook on its site. In return, invino offered attractive discounts for both, the referrer and friend.

Customers bragged about their purchases in the comment box of Share-a-Purchase app. These social posts generated high quality friends' traffic to the site and converted at an impressive rate of 30.81%, driving overall sales conversion rate for invino.

RESULTS

- Converted referrals into sales at an astonishing rate of 30.81%
- Achieved brand virality via word-of-mouth promotions





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](#)