

Retailer Success Story



Fabness USA is a leading site for creating quality canvas prints using photos.

OBJECTIVE:

Generate Positive Social ROI through Facebook Fans

- 15000+ genuine Facebook fans
- 33.28% sales conversion rate
- 1 out of 3 fans became email subscribers
- Positive social media ROI for Fabness.com

“Increasing Facebook fanbase is meaningful only if the fans acquired are real. High sales conversion rate of 33.28% is a testimony of quality of fans ShopSocially has helped us acquire.”

Karen Correy
Marketing Manager at Fabness.com

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OBJECTIVE : Acquire genuine Facebook fans

METHODOLOGY:

Fabness.com used ShopSocially's Get-a-Fan app to implement an incentivized Like-gate on its site. This module allowed Fabness to reward the site visitors with a coupon for becoming a fan. The coupon is delivered in-line to ensure that the users never leave the site. Users also opted to become email subscribers when they mailed the coupon to themselves.

The screenshot shows the Fabness.com website interface. At the top, there is a navigation bar with the Fabness logo, a 'JOIN NOW' button, and a login form for 'Username/Email' and 'Password'. Below the navigation bar, a large promotional banner is displayed. The banner features a 'Like Us & Get a 8"x12" Canvas for \$10!' offer, a 'Like' button, and a 'Watch Video!' section. The banner also includes a list of benefits: 'Unique Room Preview', 'Your Image or Ours', 'Mix & Match Sizes', 'Cool Art Effects', and 'Quality Guarantee'. A 'Create Now' button and an 'Art Market' button are visible below the banner. A testimonial from Karen Williams is also present.

RESULTS:

- 15,000+ genuine Facebook fans acquired
- 1 out of 3 new fans also became qualified email subscribers

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OBJECTIVE : Drive positive social ROI

METHODOLOGY:

Fabness.com users received a discount coupon on Liking Fabness brand on Facebook. Users felt they 'earned' the discount coupon by doing a social action, and hence valued the coupon highly and converted at a higher rate. This resulted in word-of-mouth promotion of Fabness and increased sales conversion rate for Fabness.com, leading to a position social ROI for their Facebook fanbase.

The image is a screenshot of the Fabness.com website. At the top, there is a navigation bar with the Fabness logo, a 'JOIN NOW' button, and fields for 'Username/Email' and 'Password' with a 'GO' button. Below the navigation bar, there are several menu items: 'HOME', 'MY FAB GALLERY', 'PRODUCTS & PRICING', 'PRO DESIGNS', 'THE GOOD, BAD AND FABULOUS', 'SUPPORT', and 'SHOPPING CART'. The main content area features a large promotional banner for a canvas painting. The banner includes a photo of a woman and a child, a 'Like' button with '127,679 people like this', and a 'Like Us & Get a 8"x12" Canvas for \$10!' offer. A red arrow points from the 'Like' button to a larger, white box with a red border that repeats the offer: 'Like Us & Get a 8"x12" Canvas for \$10!'. To the right of the banner, there is a list of features with green checkmarks: 'Unique Room Preview View before you buy!', 'Your Image or Ours', 'Mix & Match Sizes', 'Cool Art Effects', and 'Quality Guarantee'. Below the features, there is a 'Watch Video!' section with a play button icon and a 'Follow me on Pinterest' button. At the bottom of the banner, there is a 'Facebook Fans' section with a 'Like' button and a counter showing '127,679'. A testimonial from Amanda is also visible at the bottom right of the banner.

RESULTS:

- 33.28% sales conversion rate for the newly acquired fans