

America's leading source for  
imprinted promotional products



“ShopSocially is helping us connect with our customers through Facebook and serve them better. Social Connect app is generating numerous social endorsements for us on Facebook and converting happy customers into brand ambassadors.”

*Erin Siefring | Social Media Coordinator,  
TotallyKoozies.com*



#### Objective:

## INCREASE SALES THROUGH SOCIAL BRAND ENDORSEMENTS AND EMAIL SUBSCRIPTION PROGRAM

- 51.7% sales conversion rate for the visitors connecting with TotallyKoozies brand on Facebook
- 13.31% sales conversion rate for the email subscribers acquired through ShopSocially's app
- Enhancing impact of social media reach of TotallyKoozies brand

# GENERATE SOCIALLY-SHARED BRAND ENDORSEMENTS

## METHODOLOGY

TotallyKoozies.com wanted to convert their happy customers into brand ambassadors and generate brand endorsements on Facebook. To achieve this, TotallyKoozies.com employed ShopSocially's [Social Connect app](#).

Social Connect app encouraged users to connect with TotallyKoozies.com brand on Facebook. As users connected, they were prompted to share on Facebook their reasons for choosing TotallyKoozies.com brand. This resulted in creation of numerous brand endorsements on social media, enhancing social media reach of the brand.

## BENEFITS

- Generate numerous socially-shared brand endorsements from real customers
- Viral spread of the brand through Facebook Connect



# DRIVE INCREMENTAL SALES USING FACEBOOK CONNECT

## METHODOLOGY

Using [Social Connect app](#) from ShopSocially, TotallyKoozies.com encouraged website users to connect with their brand on Facebook. As users connected, they shared the pre-verified email addresses and social profile data with TotallyKoozies.com. This helped TotallyKoozies generate deep social insights into their customer social persona. Users also generated socially-shared brand endorsements, which resulted in socially-referred traffic for TotallyKoozies.com website. This traffic displayed a high sales conversion rate. TotallyKoozies.com realized a sales conversion rate of 51.7% for users interacting with Social Connect app and referral traffic generated from these interactions.

## RESULTS

- 51.7% sales conversion rate for users from Social Connect app
- High quality socially-referred traffic generated for TotallyKoozies.com site



**totally koozies.com** **CONNECT WITH US & RECEIVE THIS FREE KOOZIE SET WITH ANY ORDER!**

**SET OF 4 ZIPPERED BOTTLE INSULATORS!**

**\$15.99 VALUE!**

Receive a **FREE** offer!

Connect with us on Facebook and tell us what you like about Totally Promotional?

Share on Facebook

 **Connect with Us!**

Powered by ShopSocially

# CONVERT WEBSITE VISITORS INTO EMAIL SUBSCRIBERS

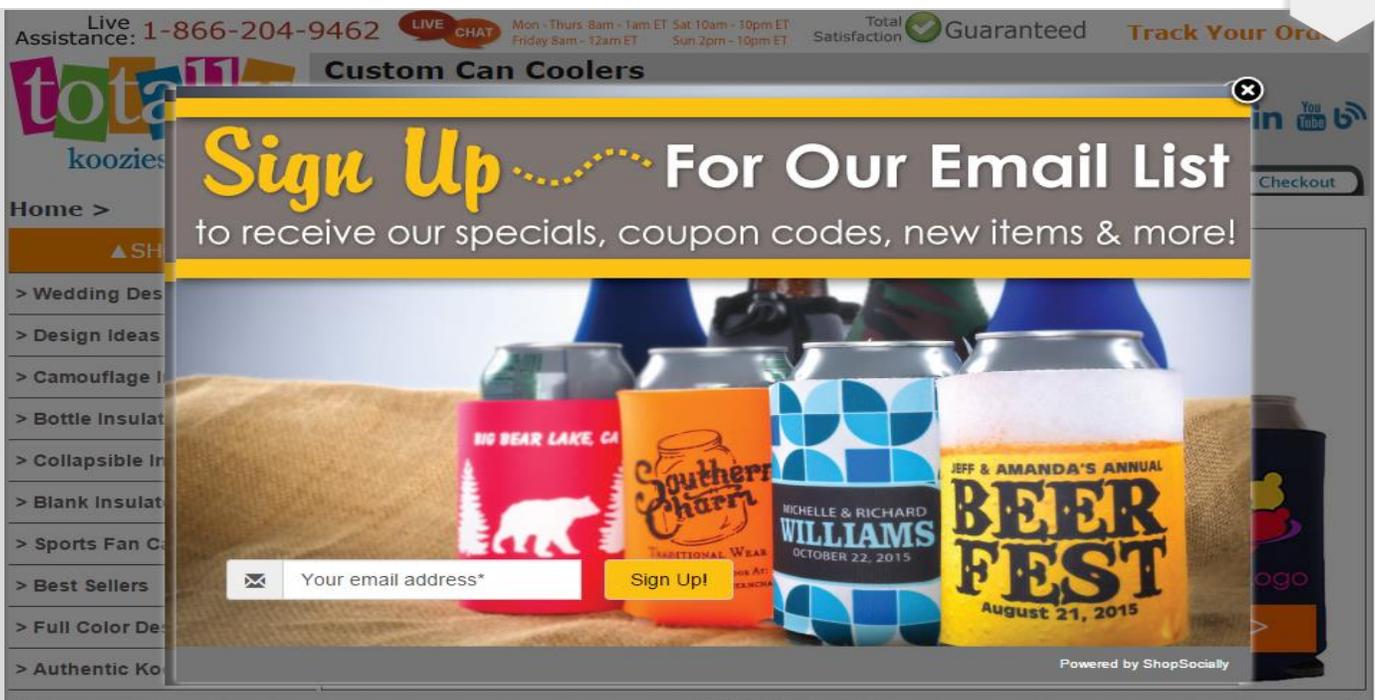
## METHODOLOGY

TotallyKoozies.com aimed at extending reach of their email marketing program by converting website visitors into email subscribers. To achieve this, TotallyKoozies.com used ShopSocially's [Get-an-Email App](#).

App interface and placement was customized to match with the default user experience on the website. This ensured that users were never distracted from their normal purchase cycle. Incentive offered for subscribing for email alerts was offered inline, hence users never left the website. This resulted in a rapid addition of quality subscribers to email marketing program of TotallyKoozies.com. Subscribers acquired through this app displayed a sales conversion rate of 13.31%.

## RESULTS

- Rapid increase in the email subscriber base
- Email subscribers acquired through Get-an-Email app had a sales conversion rate of 13.31%





## 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!

**REQUEST A DEMO**