



ShopSocially is helping us leverage the passion of our customers to generate social referrals and increase business.

*Dino Cummings | Co-Founder  
Curlkit LLC*



## CONVERT CUSTOMERS INTO BRAND AMBASSADORS THROUGH PURCHASE SHARING

- Social sharing of purchases converted 18% customers into brand ambassadors
- 25.10% sales conversion rate for referral traffic generated from social sharing of purchases
- Deep insights into social persona of Curlkit's customers
- Viral spread of Curlkit brand via word-of-mouth recommendations on social media

# CONVERT CUSTOMERS INTO BRAND AMBASSADORS

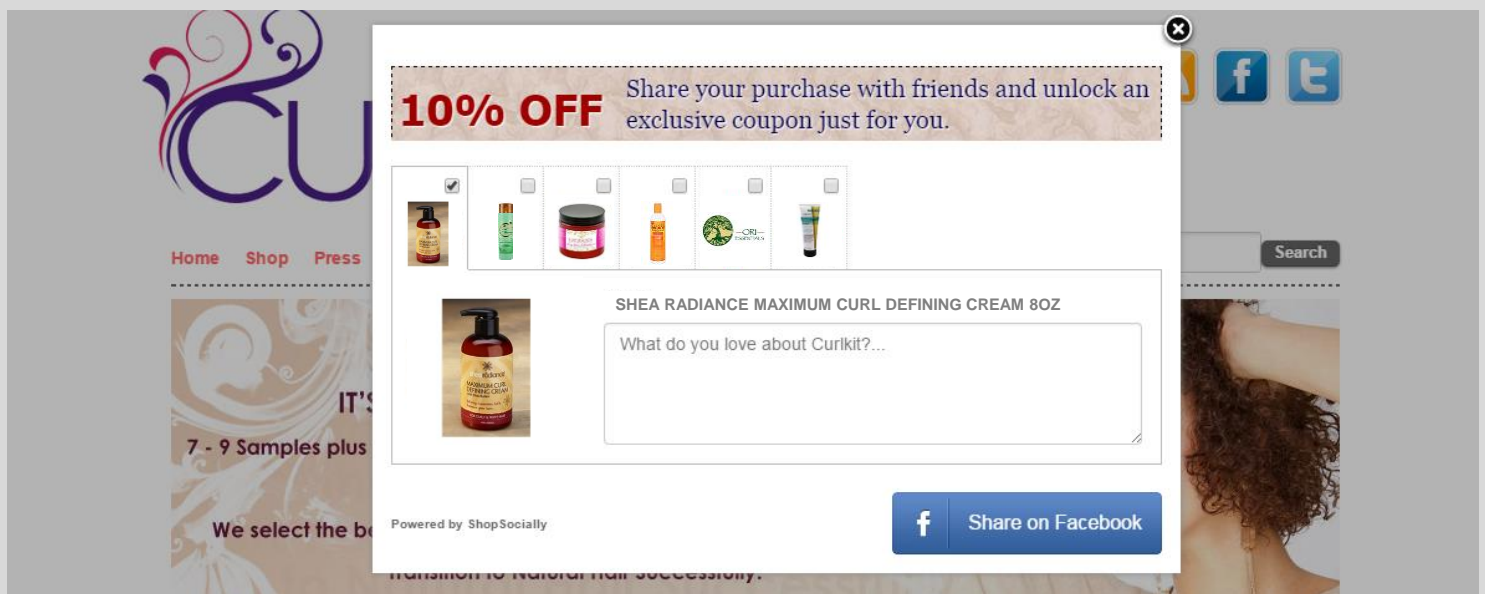
## METHODOLOGY

Curlkit, leading online subscription provider of natural products for curly hair, leveraged the customers delight on order completion to turn them into brand ambassadors on social media. Curlkit incentivized customers to share their purchases on social media. This created digitized word-of-mouth promotion on social media leading to viral spread of the brand.

Each social post brought in a lot of quality referral traffic which converted at a high rate. This referral strategy helped Curlkit convert its customers into brand ambassadors on social media.

## RESULTS

- 18% customers converted into brand ambassadors on social media
- Viral spread of brand via word-of-mouth promotions



# ENABLE WORD OF MOUTH RECOMMENDATIONS

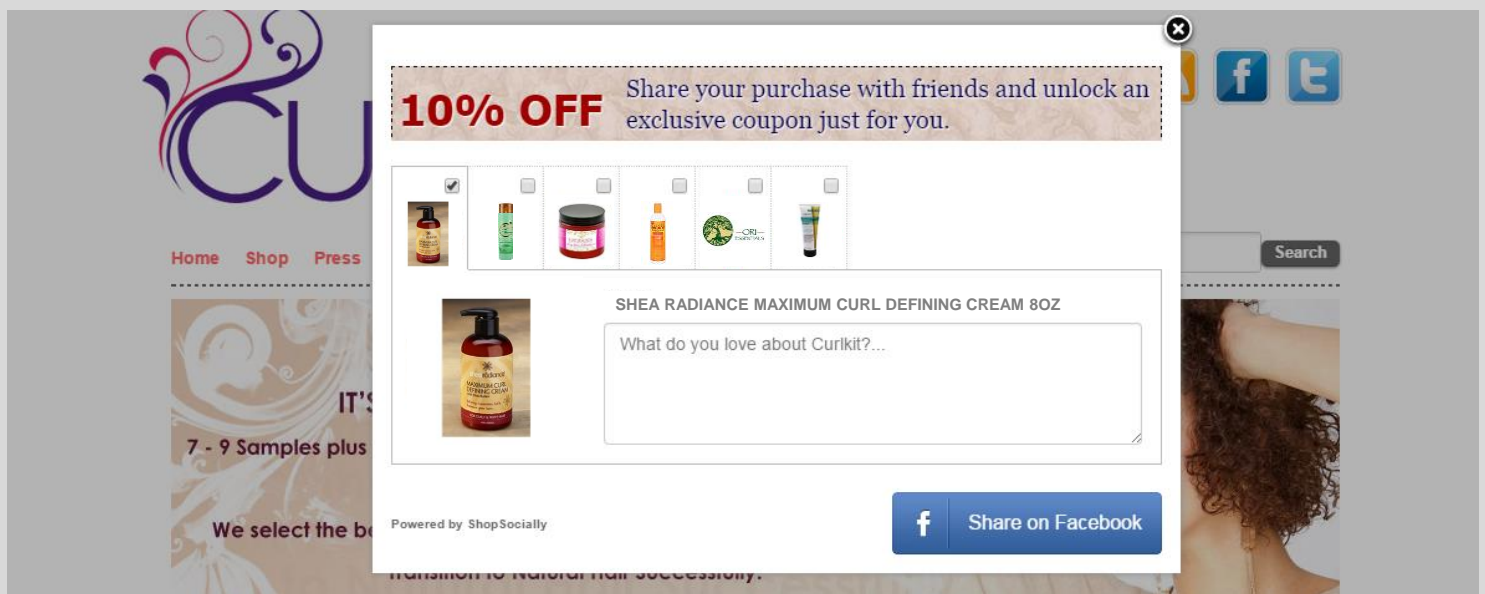
## METHODOLOGY

Curlkit used ShopSocially's [Share-a-Purchase](#) app to convert customer delight into highly viral word-of-mouth recommendations on social media. These socially shared purchases became social posts on Facebook and influenced friends of customers to visit Curlkit website and also converted into paying customers. These posts also created SEO friendly back-links to product pages, increasing overall sales conversion rate for Curlkit.

Word-of-mouth recommendations helped Curlkit acquire new customers and increase sales conversion rate. It also increased Curlkit's brand exposure on social media.

## RESULTS

- Generated quality referral traffic to the site
- 1000s of friend referrals
- Viral spread of the brand



# GENERATE DEEP INSIGHT INTO SOCIAL PERSONA OF CUSTOMERS

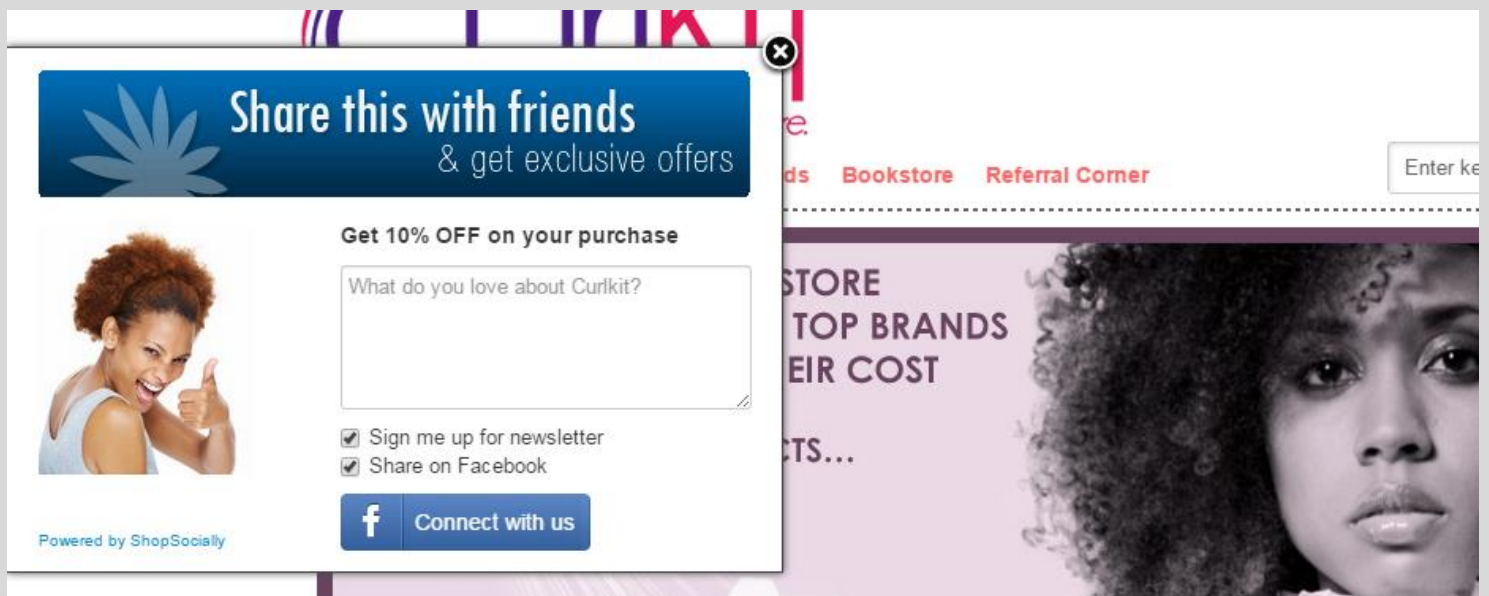
## METHODOLOGY

Curlkit used ShopSocially's [Social Connect](#) app to drive viral email acquisition on its site. Website users were encouraged to connect with its brand using Facebook connect. As users connected with Curlkit brand, they shared not only their pre-verified email address, but also rich social profile data with information like birthday, gender, location, interests, number of friends, friend birthdays and friend interests. This data when aggregated, provided deep insights into social persona of Curlkit customers.

Each connect also generated a social post with user comment mentioning why they like Curlkit brand. These acted as social referrals and drove high-quality referral traffic to the site.

## RESULTS

- 25.10% sales conversion rate for traffic generated from social referrals
- Hundreds of rich social profiles gathered





## 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, Crabtree & Evelyn, Dressbarn, 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**