



A one-stop online store by Sole Source Imports for shoe insoles, arch supports, plantar fasciitis treatments, heel pain treatments and more.



“Email marketing is one of the most effective and influential marketing channels for FootCareDepot.com. The Get-an-Email app offers us an innovative way of understanding and engaging with customers through regular email updates. The customer conversion rate we have seen so far is a testament to the value we have gained from ShopSocially’s offering. We are very happy with ShopSocially’s social commerce platform.”

Justin Dees, Founder | FootCareDepot.com

Objective:

INCREASE IN SALES THROUGH HIGH QUALITY EMAIL SIGNUPS

- Rapid addition of 1000s of high quality email subscribers through Get-an-email app
- 46.4% high sales conversion rate from these email subscribers
- Ensured regular brand recall and drove high results from email marketing programs

ENCOURAGE VISITORS FOR EMAIL SIGNUPS

METHODOLOGY

FootCareDepot.com, the one-stop online store for shoe insoles and arch supports, wanted to acquire email subscribers and share attractive offers via emails and newsletters. To acquire new subscribers, FootCareDepot.com embedded ShopSocially's [Get-an-Email](#) app on its website and encouraged website visitors to sign-up for email updates program.

ShopSocially's Get-an-Email app provided a complete customizable user-interface and blended with the default user-experience on FootCareDepot.com website. The app helped FootCareDepot.com configure different email acquisition campaigns for different set of users using advanced targeting parameters like website session history, geo-location, access devices, etc. ShopSocially also provided a robust performance tracking dashboard, which helped FootCareDepot.com track the email acquisition campaigns effectively.

HIGHLIGHTS

- Easy signing up process of email subscription program for site visitors
- Doubled email subscriber count in few months



METHODOLOGY

By using ShopSocially's [Get-an-Email](#) app on website homepage, FootCareDepot.com offered an immediate discount of 20% to website visitors for becoming members of email subscription program. Incentive was delivered inline and user never had to leave FootCareDepot.com website. This made the entire process of signing up for email subscription program very easy and ensured that customers on FootCareDepot.com always had an easy and unrivalled buying experience. This helped FootCareDepot.com design a highly effective email acquisition program that resulted in rapid addition of email subscribers.

ShopSocially strategy helped FootCareDepot.com to not only increase the number of email signups but also convert these subscribers into top quality customers at an impressive rate of 46.4%.

RESULTS

- Email signups led to an astonishing sales conversion rate of 46.4%
- Got 1000s of high quality email subscribers
- Higher conversion because visitors felt they 'earned' the coupon





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](#)