

A retailer for safes and security products



“ShopSocially has been an extremely critical component of our overall marketing and promotional efforts ever since we started using their business solutions.

*Desiree Bryant, Director of Marketing, Sales, & Ecommerce at Safe & Vault Store*



### Objective:

## INCREASE SALES USING WORD OF MOUTH PROMOTIONS

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- 1.36% of website visitors who discovered the widget, referred the brand to their friends through the app
- Referral traffic converted at an impressive sales conversion rate of 7.83%
- Converted 5.55% of site visitors into email subscribers
- Got 1000s of referrals and high quality site traffic
- Acquired 5% of their site visitors as qualified Facebook fans

# GET HIGH QUALITY TRAFFIC THROUGH WORD OF MOUTH RECOMMENDATIONS

## METHODOLOGY

[Safe & Vault Store](#) - online retailer for safes and security products was looking to convert its website into a word of mouth referral engine and boost sales through referrals.

To acquire referrals at both pre-purchase and post purchase stages of a customer's purchase cycle, Safe & Vault Store embedded ShopSocially's [Refer-a-Friend](#) app on its website. The interface of the app presented site visitors with a coupon of 10% off their purchase to refer the brand to their friends. To make it more interesting, Safe & Vault Store offered 10% off on the purchase for both, the referrer and the friend. The website visitors shared the brand via popular social channels like Facebook, Twitter, Pinterest or simply via email with just one click. The strategic placement of the app on the website encouraged, 1.36% of the website visitors who interacted with the widget to refer the brand to their friends through the app, which resulted in a strong sales conversion rate of 7.83% for the brand.

## RESULTS

- 1.36% of the total website visitors interacted with the app
- Impressive sales conversion rate of 7.83%
- Got high quality traffic on site through referrals



# CONVERT SITE VISITORS INTO EMAIL SUBSCRIBERS

## METHODOLOGY

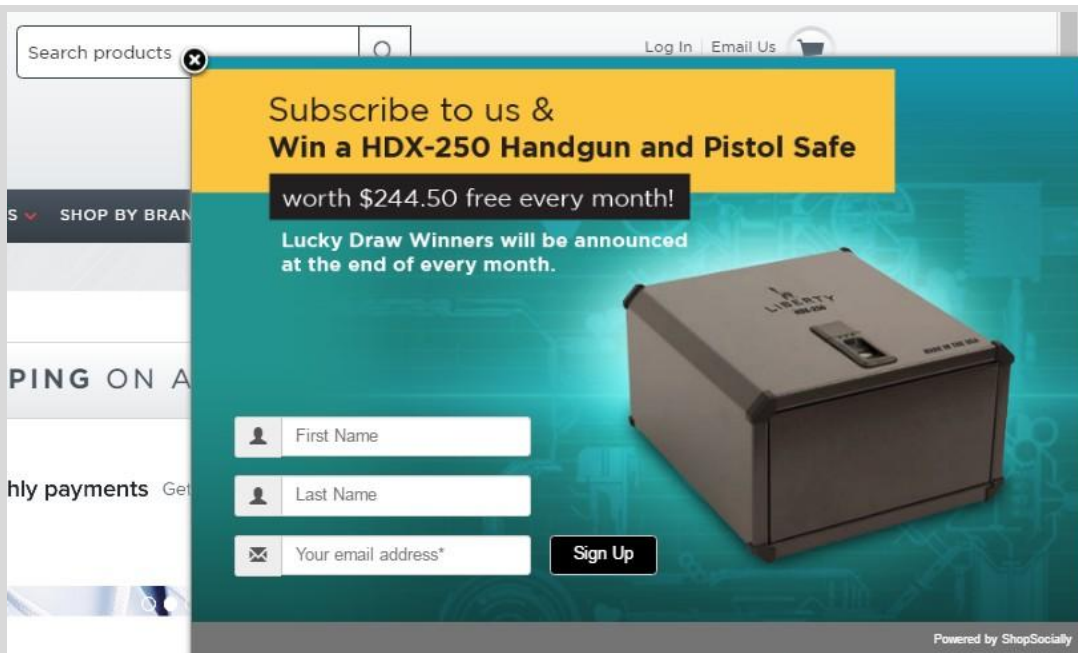
To acquire new subscribers, Safe & Vault Store embedded ShopSocially's [Get-an-Email](#) app on its website and encouraged website visitors to sign-up for email updates program.

The app presented a well designed customizable user-interface that blended with the default user-experience of the brand to encourage website visitors to sign up for the email updates program from Safe & Vault Store.

Safe & Vault Store offered attractive incentives in the form of a lucky draw to website visitors for becoming members of email subscription program. This strategy helped the brand to convert 5.55% of the website visitors into genuine email subscribers. In addition, Safe & Vault store also had an excellent opportunity to share offers and discounts on their products via email with high intent customers.

## RESULTS

- 5.55% of website visitors converted into email subscribers
- Got 1000s of high quality email subscribers



# ACQUIRE GENIUNE FACEBOOK FANS

## METHODOLOGY

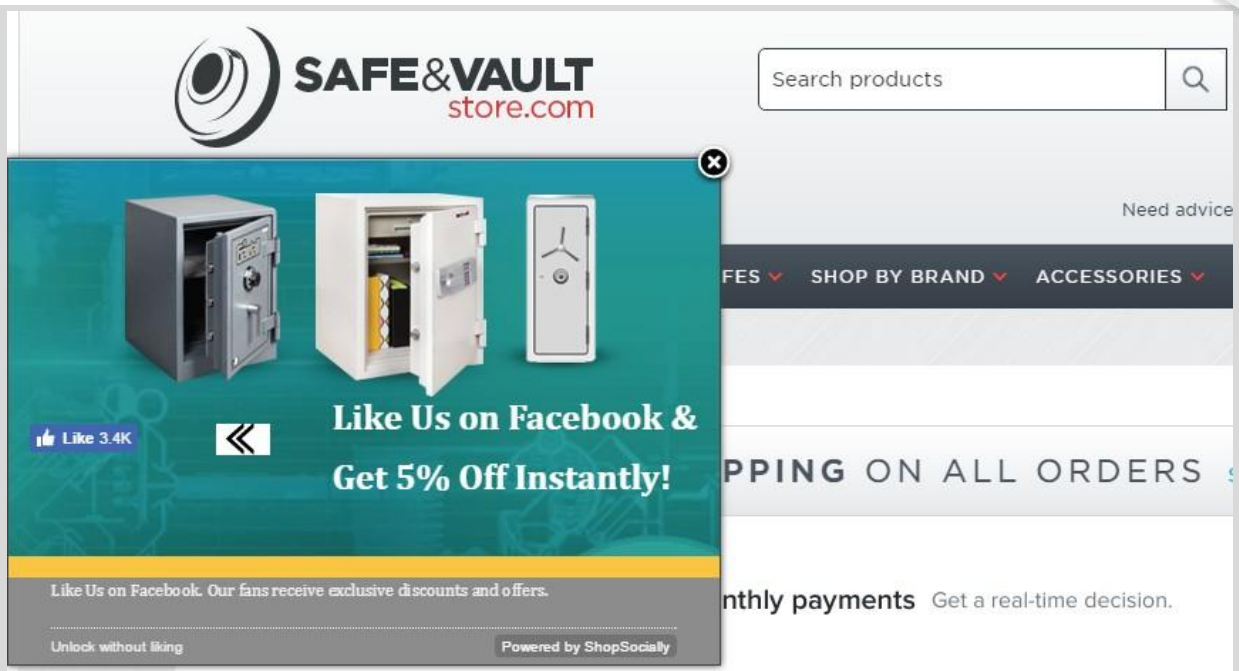
In addition to Refer-a-Friend and Get-an-Email, Safe & Vault Store also implemented ShopSocially's [Get-a-Fan](#) app to encourage site visitors to engage in social actions.

The Get-a-Fan app with its intuitive interface influences the website visitors to engage with the brand via social actions. The app encourages site visitors to become a fan by giving them an option to like the official Facebook page of the brand to receive exclusive offers and discounts from Safe & Vault Store on Facebook. With an objective to drive sales, the app also presents an opportunity to the site visitors to avail a coupon of 5% off their purchase.

This approach resulted in a significant increase in the number of fans and helped the brand to convert 5% of its site visitors into qualified Facebook fans.

## RESULTS

- 5% of site visitors converted into qualified Facebook fans
- Engaged site visitors into social actions



The screenshot displays the Safe & Vault Store website interface. At the top left is the logo for 'SAFE & VAULT store.com'. To the right is a search bar labeled 'Search products'. Below the search bar is a navigation menu with options: 'FES', 'SHOP BY BRAND', and 'ACCESSORIES'. A prominent teal banner features three safes and the text: 'Like Us on Facebook & Get 5% Off Instantly!'. A small icon indicates 'Like 3.4K'. Below the banner, a message reads: 'Like Us on Facebook. Our fans receive exclusive discounts and offers.' At the bottom of the banner, it says 'Unlock without liking' and 'Powered by ShopSocially'. The background of the website shows a dark navigation bar and a section titled 'SHOPPING ON ALL ORDERS'.



## UNIFIED MARKETING PLATFORM FOR LOYALTY AND REFERRAL SOLUTIONS

### 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 a SaaS-based, social, referral and loyalty marketing platform that delivers up to 40% more revenue by enabling an increase in new customer acquisition, engagement, conversion rate and retention.

More than 500 global brands are using ShopSocially to grow their business via proven strategies such as referral marketing, visual commerce, customer loyalty, social login, social gamification, customer Q&A and more.

Connect with Us today!

[REQUEST A DEMO](#)