

A leading online retailer of high quality kitchen utensils that compliment and improve users Thermomix cooking experience.

TM Essentials

Accessories for your Thermomix

“We want our customers to get the best from their Thermomix with our range of kitchen accessories. To this end, we are always seeking for and trying out new stock. With ShopSocially's Get-an-Email app we not only get to expand our customer base, we get to keep our customers up-to-date with the latest range of accessories.”

Debbie Wuoti, Director | TM Essentials



Objective:

INCREASE IN SALES THROUGH HIGH QUALITY EMAIL SIGNUPS AND REFERRALS

- Quick acquisition of 1000s of high intent email subscribers through ‘Get-an-Email’ app
- Achieved 32.53% sales conversion rate for traffic originating through these email signups
- Viral spread of TM Essentials brand on social networks through referral strategy

GET HIGH INTENT EMAIL SUBSCRIBERS

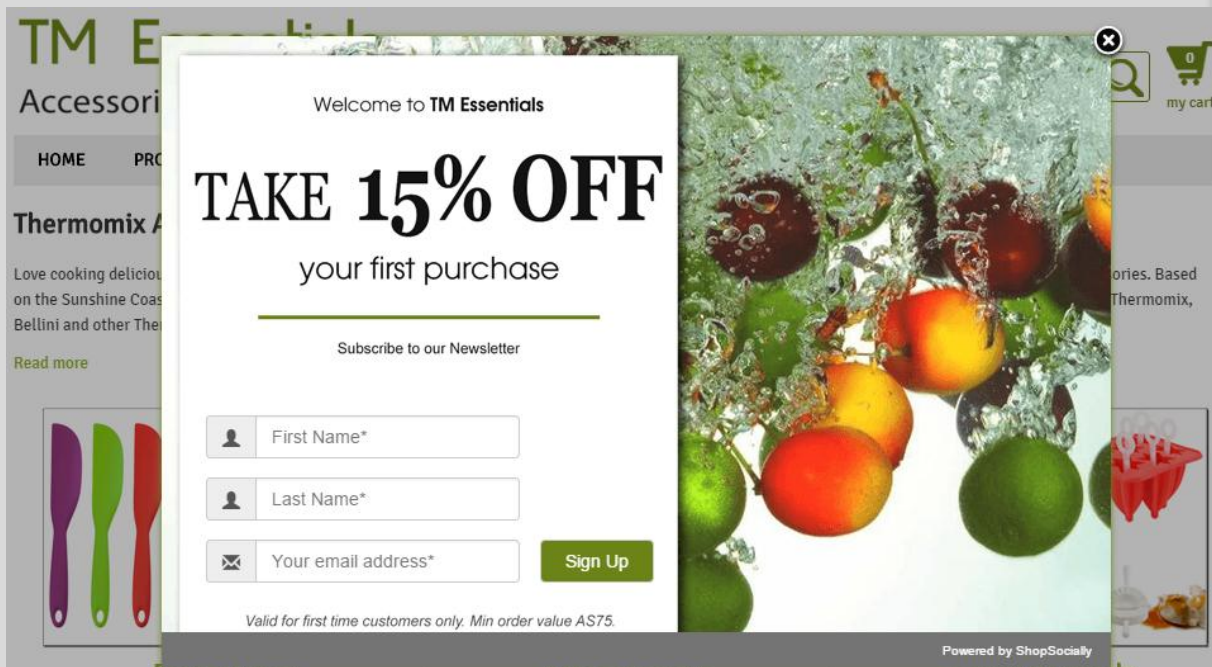
METHODOLOGY

TM Essentials, a leading online retailer of high quality kitchen utensils, recognized that 'email' is still one of the most effective online marketing channels for them. Hence, it wanted to acquire more high quality email subscribers and share attractive offers via emails and newsletters. To acquire new sign ups, TM Essentials embedded ShopSocially's [Get-an-Email](#) app on its website and offered visitors a discount of 15% on their first purchase for becoming members of email subscription program. ShopSocially's Get-an-Email app provided a complete customizable user-interface and blended with the default user-experience on TM Essentials website.

ShopSocially's strategy helped TM Essentials to not only increase the number of email signups but also convert these subscribers into top quality customers at an impressive rate of 32.53%.

RESULTS

- Got 1000s of high intent e-mail subscribers
- Got an impressive sales conversion rate of 32.53% through these e-mail sign ups
- Subscribers converted at much higher rate as they felt they 'earned' the coupon



GET HIGH QUALITY TRAFFIC THROUGH WORD-OF-MOUTH RECOMMENDATIONS

METHODOLOGY

In addition to Get-an-Email app, TM Essentials had also strategically embedded ShopSocially's [Refer-a-Friend](#) app on its website. Through this app, TM Essentials offered its site visitors \$10 off on every referral purchase without leaving the site. It also incentivized the referred audience with an immediate discount of \$10 on their first order.

This lucrative referral incentive encouraged the site users to share the TM Essentials website with their friends and family via email and social networks. TM Essentials received thousands of referral posts, new email subscribers, Facebook fans and Twitter followers. Also, TM Essentials enjoyed a considerable hike in high quality referral traffic to the site by 10-15%.

RESULTS

- 1000s of social referral posts endorsed TM Essentials brand
- TM Essentials website turned into word-of-mouth powerhouse
- Ensured 2-5 click backs for every referral as well as huge number of social media fans and followers



TM Essentials

GIVE \$10, GET \$10

Get \$10 for every new friend that orders. They'll also get \$10 off their first order.

EMAIL FACEBOOK TWITTER PRIVATE LINK

From: Your email address

To: Enter comma-separated email addresses of your friends

I just got great accessories for my Thermomix and thought you might be interested. You can save \$10 off your next order when you spend \$50 or more.

Send

Powered by ShopSocially



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](#)