

The Honest Kitchen is an all natural pet food company.



“ShopSocially has helped us to spread the word about our unique and healthy product through customers who already know and love us, to a wider group of pet owners.”

*Kate Fenner, Digital and Ecommerce Manager  
| The Honest Kitchen*



#### Objective:

## TO INCREASE BRAND AWARENESS AND ACQUIRE NEW CUSTOMERS THROUGH REFERRALS

- Converted their website into a word of mouth referral engine
- Converted referral traffic at 2X higher than normal for their online store
- 14% of site visitors who discovered the Refer-a-Friend tool, referred the brand to their family and friends
- Increased the lifetime value of a newly acquired customer through the referral program

# TO INCREASE REACH OF THE BRAND THROUGH WORD OF MOUTH RECOMMENDATIONS

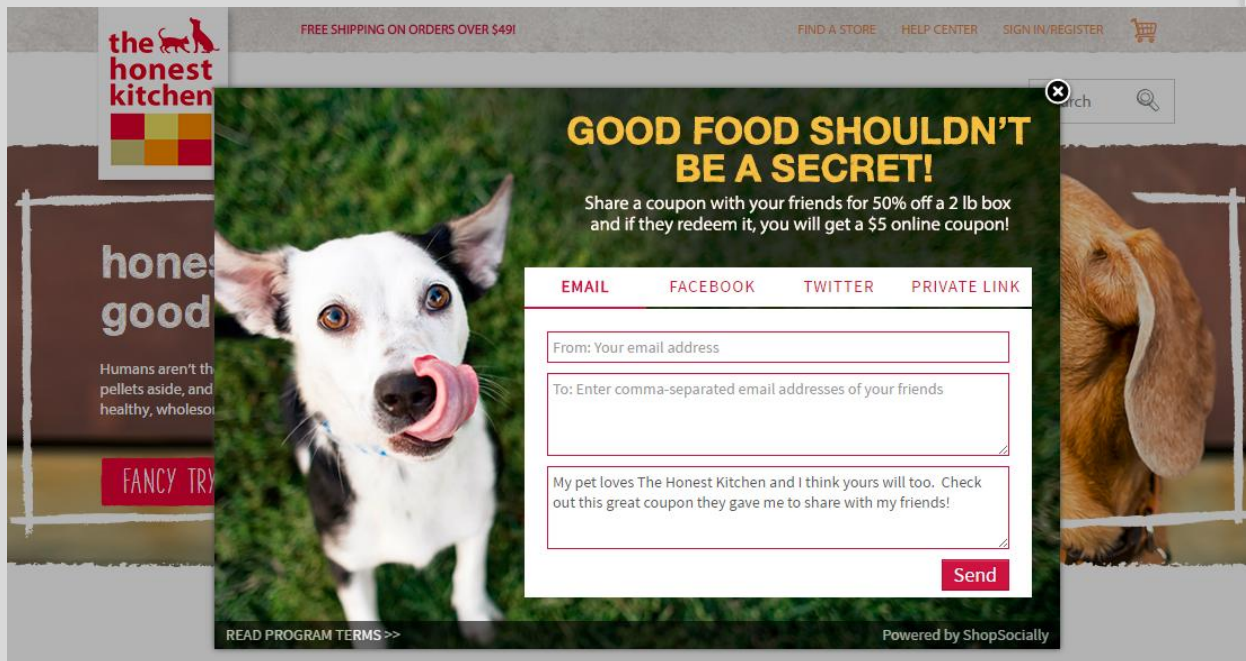
## METHODOLOGY

[The Honest Kitchen](#) – an all natural pet food company was looking to increase the reach of its brand within the pet lovers’ community across America through word of mouth referrals with the help of their existing clients. To achieve this, The Honest Kitchen embedded ShopSocially’s [Refer-a-Friend](#) app on its website and ran a combination of pre and post purchase referral campaigns to encourage visitors to share the website via various channels like Email, Facebook, Twitter etc.

In the pre purchase campaign, the app presented a coupon of \$5 off to the site visitors and encouraged them to refer the website to their pet loving friends. To capture the delight of the customers post purchase, the app also offered an option of sharing \$20 coupon with a pet owning friend. This strategy resulted in a high interaction rate with 14% of site visitors, who discovered the referral tool, referred the brand to their friends and family.

## RESULTS

- Amplified brand awareness through existing clients
- Got high quality traffic to the site through referrals
- 14% of site visitors, who discovered the campaign, referred the brand to their friends



# ACQUIRE NEW CUSTOMERS THROUGH REFERRALS

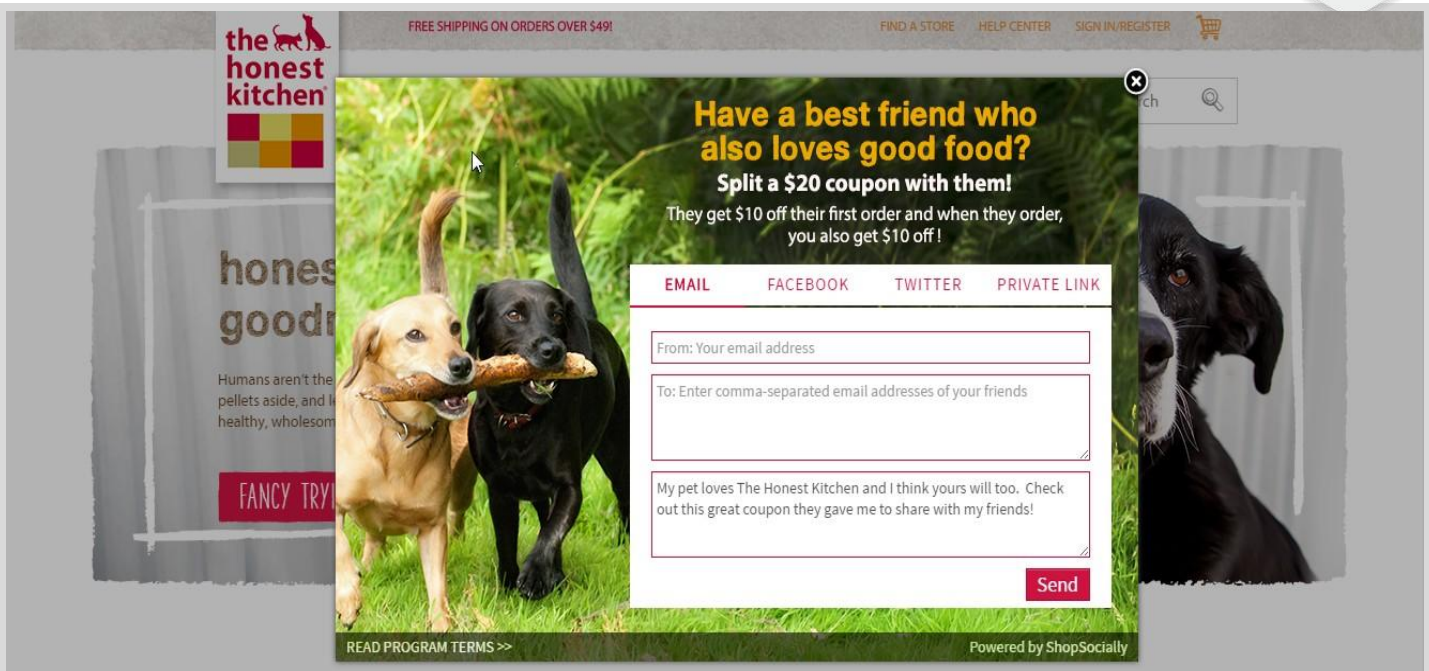
## METHODOLOGY

In addition, to amplifying the reach of its brand, The Honest kitchen also acquired new customers who converted 2X higher than the normal on its online store with this successful referral strategy.

To summarize, The Honest Kitchen received thousands of referrals and drove high quality referral traffic to the site by leveraging its existing client base. This approach of actively engaging and incentivizing the website visitors to boost incremental sales and to acquire new customers was phenomenally rewarding for the brand.

## RESULTS

- Converted site traffic into customers
- Increased the life time value of the newly acquired customers
- New customers converted at 2X higher than the normal on its online store







## 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!

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