



a leading artisan retailer with over 2,500 products on offer all proudly made in Wisconsin.



“We are fortunate that our company has been honored with a number of awards over the years and the proof of our collaboration with ShopSocially speaks for itself. This extraordinary sales conversion rate is a winner thanks to Social Connect and Get-a-Fan apps that are helping us to increase Facebook fans, gain higher engagement and ultimately, maximize sales conversions.”



Linda Remeschatis, President  
Wisconsinmade.com

#### Objective:

## INCREASE FAN BASE AND SALES IN PROGRESSIVE MODE

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- Achieved 35.06% conversion rate for traffic generated through ‘Social Connect’ app
- Get-a-fan app converted 1000s of website visitors into qualified Facebook fans of Wisconsinmade.com
- Established online virality for brand Wisconsinmade.com
- Converted customers into brand ambassadors through Share-a-Purchase and trending products app

# CONVERT WEBSITE VISITORS INTO FACEBOOK FANS

## METHODOLOGY

Wisconsinmade.com, a leading artisan retailer of finest specialty foods, art, music and books wanted to generate social endorsements and sales for its brand. To achieve this, Wisconsinmade.com first used ShopSocially's [Get-a-Fan app](#) and converted its site visitors into Facebook fans. After this, Wisconsinmade.com showed them the Social Connect app and encouraged them to engage with the brand by subscribing to the email newsletter.

Get-a-Fan app has the power to convert up to 5% of website visitors into qualified Facebook fans without the need to invest in costly social media advertising. These strategies helped the brand leverage the viral influence of social media engagement and encouraged user traffic to interact with Wisconsinmade.com 24/7.

## RESULTS

- Up to 5% website visitors converted into Facebook fans
- Built-in email acquisition option helped convert up to 30% of fans into email subscribers



# GET BRAND ENDORSEMENTS VIA SOCIAL

## METHODOLOGY

As the next logical step after converting site visitors into Facebook fans through Get-a-Fan app, Wisconsinmade.com was eyeing at a substantial spurt in email sign ups and social commenting by these fans. To achieve this, it embedded ShopSocially's [Social Connect app](#) and encouraged these fans to engage with the brand by subscribing to the email newsletter. Wisconsinmade.com offered an attractive incentive of 10% off that motivated users to engage with the Social Connect app. Users added Facebook comments or share blurbs in these referrals which further boosted the impact.

Wisconsinmade.com loved the fact that this whole interaction happened on site and users never left the website. Using Social Connect app, users shared their rich social profile data with Wisconsinmade.com like age, gender, location, likes and friends' information. Wisconsinmade.com witnessed amazing results from this referral strategy such as viral email acquisition, spread of word-of-mouth, uplift in SEO rank, and whopping sales. conversion rate of 35.06%.

## RESULTS

- Social connects led to impressive sales conversion rate of 35.06%
- 1000s of social posts endorsing Wisconsinmade.com brand
- Rich user profile data like age, gender, location etc.



# CONVERT CUSTOMERS INTO BRAND AMBASSADORS

## METHODOLOGY

In addition to Get-a-Fan and Social connect, Wisconsinmade.com also embedded ShopSocially's [Share-a-Purchase](#) app on its site. This app helped Wisconsinmade.com tap the buyers' delight at the most opportune moment i.e. right after the purchase. Wisconsinmade.com encouraged its buyers to share their purchase experience with their friends and family via Facebook through its website. In return, Wisconsinmade.com offered attractive incentive to the referrer of a winning chance for \$50 gift card. Also, if a friend buys then referrer gains another 15% discount off his/her next purchase.

Customers bragged about their purchases in the comment box of Share-a-Purchase app. These social posts generated high quality referral traffic to the site and achieved immense brand virality for Wisconsinmade.com.

## RESULTS

- Converted social shares of purchases into high quality referral traffic
- Generated 1000s of social reviews
- Achieved brand virality via word-of-mouth promotions



# ENABLE PRODUCT DISCOVERY AND RAPID CONVERSION

## METHODOLOGY

In tandem with Share-a-Purchase app, Wisconsinmade.com also embedded ShopSocially's [Trending products app](#) on its site. This app automatically captured and displayed a trending products gallery to enable product discovery and rapid conversion at Wisconsinmade.com. Products that are shared using the Share-a-Purchase app were automatically aggregated to show as trending products.

Customers bragged about their purchases in the comment box of Share-a-Purchase app which is showed as customer views for trending products placed on particular category pages. This led to increase in customer engagement by offering several purchase ideas along with customer reviews.

## RESULTS

- Increased customer engagement
- Increased product discovery
- Offered purchase ideas

### Recently Purchased



Nueske Party Basket



Like 0 16

**Pamela Nellis**  
I sent this basket to my son in Colorado, and he Loved it! He said it was the best cheese he has ever eaten!

**Wendee Wagner**  
Doesn't get much better than Nueske's and Wisconsinmade.com when you want to give a great gift!

2 days ago



New Glarus Butter Cookie Gift Tin



Like 0 2

**Vika Studer**  
I live in Switzerland now but was born in Wisconsin. New Glarus was founded by Swiss! So this is a good Mothers Day gift to give my Mom in N W Wisconsin.

**Christine Belle**  
My son loves these cookies. I send them during exam time.

3 days ago

Newest



Pickled Meats Combo - 2 Jars



Like 0 2

**Dennis Sterlace**  
Best pickled Hocks & Bologna I've tried.

6 days ago





## 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](#)