Linen Tablecloth
affordable elegance

The leading online linen retailer!

OBJECTIVE:
Grow revenues through social engagement

- ◼ 4X higher sales conversion rate

- ◼ $1.8 million projected increase in yearly revenues

- ◼ Impactful uplift in SEO rank

- ◼ 100s of visitors converting into qualified fans

- ◼ 78% increase in engagement on website

- ◼ 1000s of new visitors acquired via word-of-mouth

> "ShopSocially has proved that social commerce can generate real, impactful ROI. They delivered immediate results."

Ron Berrett
CEO

ShopSocially™
Engage. Convert. Amplify

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OBJECTIVE: Acquire qualified Facebook fans

METHODOLOGY:

Qualified fans were important for LinenTablecloth. Fan acquisition app was deployed site-wide converting 5.96% visitors into fans. A 15% coupon was offered to visitors who converted to a fan. Visitors did not have to leave the site to become fans. After becoming a fan, visitors converted to sales at 4 times greater than the normal conversion rate.

RESULTS

- 5.96% visitors -> qualified fans

- 4X sales conversion increase

OBJECTIVE: Get friend referrals & improve SEO rank

METHODOLOGY:

LinenTablecloth wanted to embed social interactions that would introduce their website to their users' friends. They achieved this by deploying the Refer-a-Friend app on product pages encourage visitors to like the website pages. They also enabled Share-a-Purchase app on the post-checkout, thank you page that encouraged shoppers to share their purchases with friends. Both these apps drove friend referral traffic to the website.
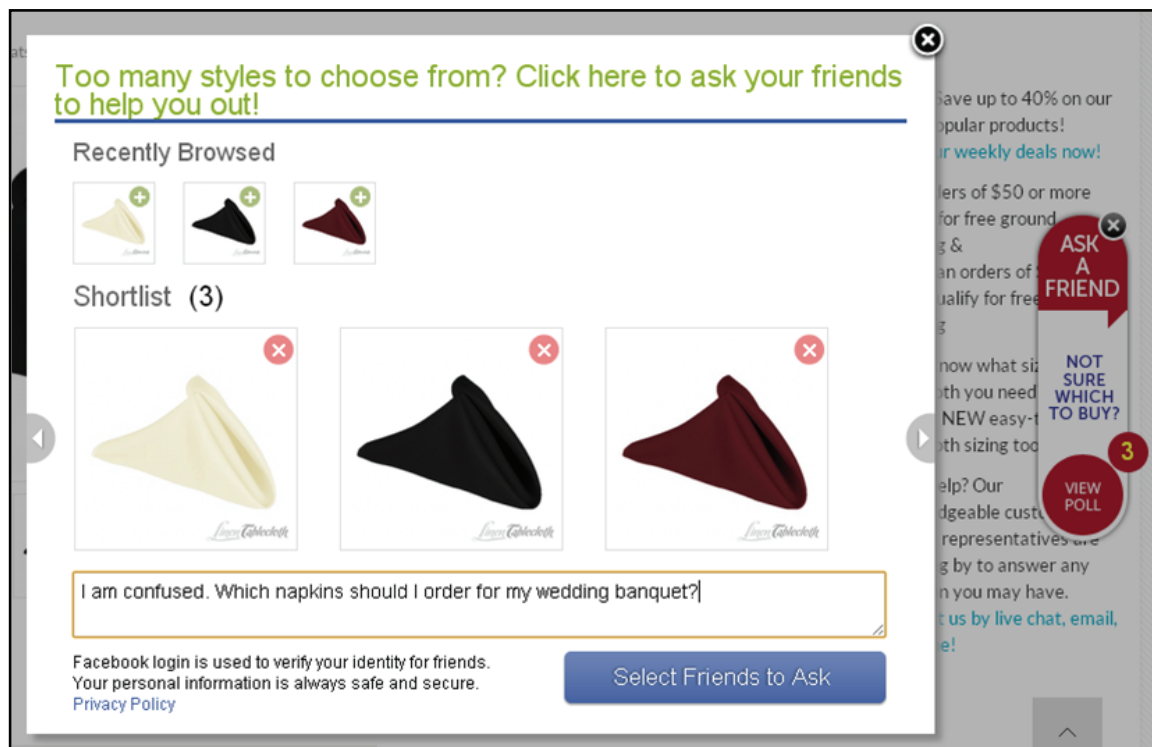

RESULTS

- 1000s of new visitors via word-of-mouth friend referrals

- Improvement in SEO rank via social signals

OBJECTIVE: Engage website visitors & their friends

METHODOLOGY:

LinenTablecloth wanted to engage both website visitors and their friends. Often visitors were confused by what napkins to buy. With the Ask-a-Friend app, they were quickly able to create a poll and post them on Facebook. When friends voted, visitors were able to make decisions quickly. In the process, friends also visited the website and got introduced to LinenTablecloth. This increased social engagement for both visitors and their friends.

RESULTS

- 78% increase in engagement on website

- 1000s of new friend referrals