



Nfoto.no is Norway's coolest photo service where customers can set loose their creativity and create personalized photo products and designs.  
[www.nfoto.no](http://www.nfoto.no)

## **OBJECTIVE:**

Increase ROI for Social Media Marketing Effort

- 20% increase in Facebook fanbase in a month
- 1 out of 2 new fans acquired have made a purchase
- Extraordinarily high sales conversion rate of 43% for traffic originating out of social sharing of purchases
- \$400,000 incremental revenue attributable to social commerce apps of ShopSocially



**"We are very happy with the increased ROI and high sales conversion rate, especially for the Get-a-Fan app. We are looking forward to a long and rewarding association with ShopSocially."**

**Øystein Bratten**  
Owner, nfoto

# Retailer Success Story

**OBJECTIVE:** Increase Fans, User Engagement and Revenue

**METHODOLOGY:**

nfoto adopted a differentiated social commerce strategy of adding social modules directly on their ecommerce website. Using Get-a-Fan app of ShopSocially, nfoto offered a coupon for free product to visitors for becoming a fan. Visitors did not have to leave the site and were able to redeem the coupon right away. The results were very impressive.



**RESULTS**

- 20% increase in Facebook fanbase in a month
- 1 out of 2 new fans acquired have made a purchase with nfoto

# Retailer Success Story

## **OBJECTIVE:** Enabling Friend Referrals Post-Purchase & Create Social Testimonials

### **METHODOLOGY:**

On the post-purchase order confirmation page, nfoto offered a discount coupon to their customers for sharing their purchase on social networks.

8.37% of shoppers referred this promotion to friends. Each referral created a Facebook post resulting in word-of-mouth virality and also brought quality social traffic which converted at an astonishingly high rate of 42.86%

The screenshot shows the nfoto.no website interface. At the top, the logo 'nfoto.no' is displayed with the text 'Frakt maks kr 99'. A notification bubble says 'Igjen beskjed'. The main content area features a green banner with the text '50 kroner Vis dine venner hvor du handler og få kr. 50 i rabatt på ditt neste kjøp!'. Below this, there are images of photo products and a section titled 'Gratis korvolutt medfølger' with a text box asking 'Vis dine venner hva du liker med Nfoto.no? Rask levering? Gode produkter? Rimelige priser?'. A 'Del på Facebook' button is visible. The right sidebar contains a navigation menu with items like 'Kortholder', 'Salg på fotobok', 'Fornøyde kunder', 'NYHET! Last opp på 1-2-3', 'Salg på luksuskort', and 'Fotokonkurranse'. A 'Bestill her' button is at the bottom right.

## **RESULTS**

- 8.37% of customers shared their purchases
- Social traffic originating from these shared purchases converted at a high rate of 42.86%

# Retailer Success Story

## OBJECTIVE: Adding Social Discovery and Social Proof

### METHODOLOGY:

nfoto incentivized its customers to share their purchases on social networks. ShopSocially app can curate these social referrals into a shopping community which could be integrated within nfoto's Facebook page or on their website.

This shopping community generated word-of-mouth recommendations for nfoto and resulted in high quality social traffic to the website.

#### Live Feed

Powered by ShopSocially

The image displays a grid of six social media-style posts, each representing a customer purchase and review. Each post includes a product image, the customer's name, the item purchased, and the time since the purchase. The posts are arranged in two rows of three. The top row shows: 1) A calendar purchase by Ruth Leia (15x15 13 sider, 22 hours ago). 2) A confirmation card purchase by Mira Lundsbakken (4 sider, 15x15cm, 1 day ago). 3) A photo album purchase by Marita Stenseng (10x13cm, white frame, glossy paper, 5 hours ago). The bottom row shows: 4) A photo album purchase by Aina Nielsen (10x13cm, white frame, glossy paper, 1 day ago). 5) A confirmation card purchase by Elin Andersen (15x15cm, 1 day ago). 6) A photo album purchase by Eva Geving (Kortholder, 1 day ago). A final review post by Sunniva Ytre-Hauge is also visible at the bottom right, praising the service and staff.

### RESULTS

- 377% uplift in sales conversion rate for social traffic
- \$433,000 incremental revenues attributable to social traffic from ShopSocially apps