

GREEN BEANS COFFEESM

HONOR FIRST,
COFFEE SECOND



"ShopSocially is one of the best social media marketing tools I've ever used. Since implementation, 42% of our customers have converted to word-of-mouth advocates and have recommended our products to their friends."



Clayton Lingo
VP of Marketing
Green Beans Coffee

Company Details

Green Beans Coffee, Founded 1996
Larkspur, California
537,000 Facebook Fans

Industry

Coffee shops on US military bases

Key Objectives

- Implement a social commerce strategy
- Create greater user engagement on Facebook FAN Page
- Generate sales through social media



Green Beans Coffee

Launched May, 2011

With ShopSocially, 42% of buyers are sharing and recommending their purchases to friends, sales are up 7.5% and Facebook fan page engagement is up by 38%.

Sharing a Social Cause

Founded in 1996, Green Beans Coffee Company is committed to bringing great coffee service to military personnel stationed around the globe and creating a warm environment where troops can relax and feel at home. The company operates 75+ cafes at military bases in the US as well as in countries throughout Southwest Asia, the Middle East and East Africa. Many of these cafes are at forward operating bases in Afghanistan and Iraq where danger is ever present and amenities are few.

In early 2009, Green Beans Coffee started an initiative called Cup of Joe For A Joe. The whole idea behind Cup Of Joe is to give folks in the United States an opportunity to send a cup of coffee and a letter of thanks to a Soldier, Airman, Sailor, Marine or Coast Guardsman overseas. The Service Member can then write back to the sender and register their cup of coffee for pick up at the Green Beans cafe on their base. The Cup of Joe initiative has been very successful and already has more than half a million fans on Facebook.

Green Beans Coffee understood that social represents a big opportunity. It selected ShopSocially because ShopSocially had a robust and highly effective approach to social commerce, a breadth of product offerings and an easy route to integration.

The results were immediate and exceeded all expectations. Here are some metrics.

Strong Word-of-Mouth Recommendation

Green Beans Coffee integrated ShopSocially code on their order completion page which enabled buyers to share their Cup of Joe story with friends via various channels including Facebook, Twitter and Email.

Since implementation, an astounding 42% of Cup of Joe buyers have shared their purchase with friends creating a strong word-of-mouth channel.

"I've tested several other social commerce solutions, but ShopSocially really worked. A simple and straightforward implementation was followed by an immediate lift in sharing and engagement. I'm very happy!"

Clayton Lingo, VP of Marketing, Green Beans Coffee



Increased Social Engagement

The Cup of Joe Facebook page has 539K+ fans. Green Beans Coffee installed ShopSocially's shopping community widget as a special tab called "I said Thanks!" on their Facebook page. All Cup of Joe stories shared by buyers are automatically shown on this tab. This enabled all fan page visitors to read the stories of other buyers and since implementation, the observed engagement rate of the page has increased by 38%.

"After integrating with ShopSocially, I checked our Facebook Insights numbers. Our Facebook Page engagement was up by 38%. It was incredible!"

Clayton Lingo, VP of Marketing, Green Beans Coffee



Incremental Sales and New Customers

In addition to significant increase in branding and engagement, ShopSocially integration resulted in 7.5% incremental sales, most of these coming from new customers. Unlike promotional campaigns that have a short life span, ShopSocially effect is continuous and does not require any expensive marketing resources.



Easy Implementation

ShopSocially integration was very simple. It required adding a small code snippet on the order completion page. Facebook Fan page integration was effortless and took less than a minute.

Item	Name	Facebook Share	Customer Clicks	Likes
	Gifted to me	1	3	22
	Best gift	1	3	10
	Thank you so much	1	3	8
	Thank you	1	3	8
	Just what I needed	1	3	8

Social Analytics

ShopSocially dashboard provided complete details of every aspect of the campaign. In addition to providing information on number of friend recommendations, clicks and conversions, ShopSocially also provided deep insights into top social influencers and social virality metrics.

- ✓ 42% of customers converted into word-of-mouth advocates
- ✓ 7.5% jump in sales
- ✓ 38% increase in Facebook Fan Page engagement

ShopSocially integration – an unparalleled success

ShopSocially has been an unparalleled marketing success for Green Beans Coffee. The numbers speak for themselves:

- 42% of Cup of Joe buyers are spreading word-of-mouth recommendation to their friends.
- 38% increase in Facebook fan page engagement
- 7.5% jump in sales via new customer acquisition

ShopSocially – Enabling Social Commerce

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