



*“ShopSocially outperforms all other online marketing programs. We integrated in less than 2 hours. I spend less than 5 minutes per day on it.”*

**Jared Mitchell**  
Owner, Skin Care by Alana

**Company Details**  
Skin Care by Alana, Founded 2005  
Orange County, California

**Industry**  
Natural women’s beauty products

**Key Objectives**

- Implement a consumer-to-consumer marketing initiative
- Enable shoppers to do the marketing on the company’s behalf

## Skin Care by Alana

Launched June, 2011

*ShopSocially took less than 2 hours to implement. Revenues from Facebook traffic are up by 48%, conversion rates from Facebook are up by 44%, visits from Facebook are up 131% and sales conversions from Facebook are up 3X.*

### Women’s Beauty: Natural and Organic

Founded in 2005, [Skin Care by Alana](#) is recognized as one of the largest online retailers of organic and all natural day spa skincare products. The company specializes in all natural and organic day spa products like Epicuren, Cellexc, Rhonda Allison, GloMinerals, IsClinical, Gm Collin, Ilike, Bioelements, Dermaquest, Youngblood and Image Skincare to name a few. Skin Care by Alana is located in Orange County, California.

Skin Care by Alana wanted to start a consumer-to-consumer (C2C) marketing initiative that enabled shoppers to recommend products to their friends, and to allow shoppers to view thoughts and reactions about products purchased by other shoppers.

[Skin Care by Alana](#) selected ShopSocially because it was the most comprehensive C2C marketing platform that made social media marketing dead simple.

### Letting shoppers do the marketing

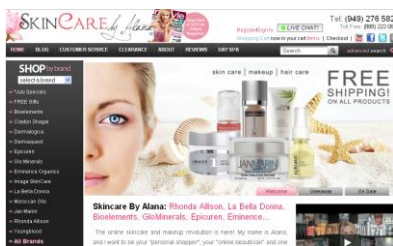
Skin Care by Alana integrated ShopSocially code on their order completion page which enabled shoppers to share their beauty products with friends via various channels including Facebook, Twitter and Email.

Product recommendations from shoppers to their friends generated traffic and sales. Unlike other marketing programs, the ShopSocially program was self-propelling. Skin Care by Alana marketing team spent only 5 minutes per day looking at the reports.

### Increased Revenues and Conversions

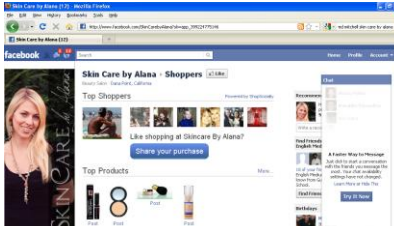
After installing ShopSocially, Google Analytics results showed that Skin Care by Alana sales conversion rates increased by 44% and revenues increased 48%. A simple 2 hour effort had a significant impact on the Skin Care by Alana business.

Another surprising side-effect was that new customers had seen their friend’s post and called Skin Care by Alana on the phone to inquire about the product. Thus, exposure in online media resulted in offline sales.



*“ShopSocially is a comprehensive C2C marketing platform that enables my shoppers to recommend my products and to engage with other shoppers. It has delivered great results and is saving me 40 hours a month of our marketing team’s time.”*

**Jared Mitchell**, Owner, Skin Care by Alana



### Big jump in traffic and sales from Facebook

Skin Care by Alana also integrated the ShopSocially social widget on their Facebook Fan Page. Shoppers could see what other shoppers were buying and what they had said about it.

Visits to the Skin Care by Alana website from Facebook increased by 131% and sales conversions from Facebook visits increased by 3X.



### Huge time savings for the marketing team

ShopSocially C2C marketing solution did not require additional headcount. Once implemented, the ShopSocially solution delivered results on a sustained basis. Skin Care by Alana marketing had to spend less than 5 minutes a day and that too, to look at the reports.

On an average, ShopSocially saved the marketing team about 40 hours a month and delivered results that could never have been achieved through manual efforts.

- ✓ Revenues are up 48%
- ✓ Conversion rates are up 44%
- ✓ 131% increase in visitors from Facebook
- ✓ 3X jump in sales conversions from Facebook

### ShopSocially – a great success

ShopSocially has been a great success for Skin Care by Alana. The numbers speak for themselves:

- Revenues are up by 48%
- Sales conversion rates are up by 44%
- Visitors from Facebook increased by 131%
- 3X jump in sales conversions from Facebook

*“The ROI from ShopSocially is amazing. Every retailer should enable the ShopSocially solution for their website.”*

**Jared Mitchell**, Owner, Skin Care by Alana

### ShopSocially – Consumer-to-Consumer (C2C) Marketing Platform for Retailers

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