

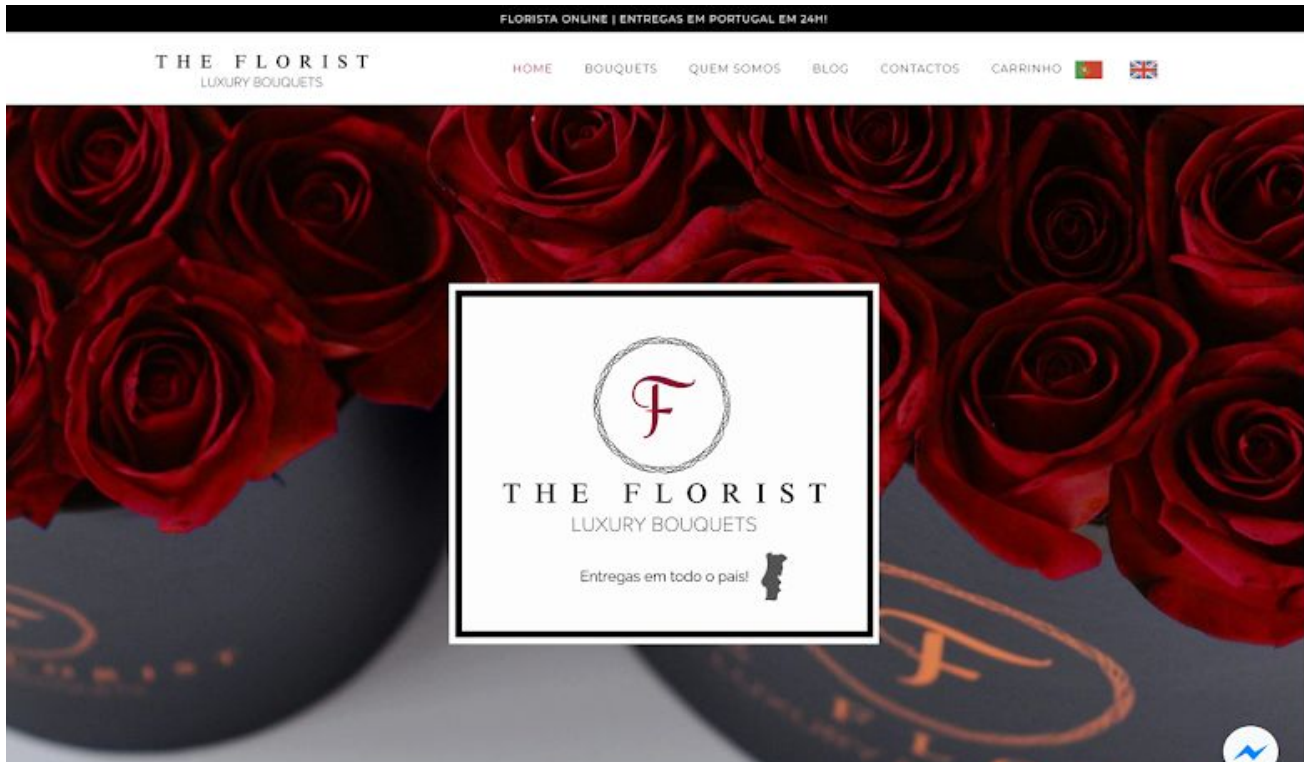
E-goi Success Story

The Florist

Luxury Bouquets



CASE STUDY



When two young entrepreneurs found an extremely old-fashioned solution for a common problem, something disruptive was definitely about to happen.

This is the story of two long-standing friends, Pedro and Tiago. Tired of forgetting to surprise their loved ones on Valentine's Day (and all of its implications...), they decided to get to work and embark on a journey which would lead them to develop their own solution: *The Florist*.

To most ordinary mortals, *The Florist* could quite easily be just a simple online florist with a home delivery service. What these two entrepreneurs had in mind, however, would go far beyond the sale itself.

Since its inception, *The Florist's* mission was not just to sell products, but to provide luxury experiences worthy of the special occasions celebrated by each customer who turns to them.



The Problem

The company's founders had a clear mission, although putting it into practice would involve a series of complexities, which they knew they would never be able to cope with alone.

From the acquisition of a potential client, right up to delivery of the end product, there were many hurdles to overcome: raw materials, arrangement and preparation, logistics, customer service and loyalty building. For a team of only two people who still held full-time jobs, this quickly proved to be an impossible task.

The time and money spent in each stage of the sales funnel would have to be reduced to a minimum, freeing the two entrepreneurs to do what was most important: surprise their customers with a luxury experience, on a nationwide basis and within 24 hours.

The Solution

Once the threats posed by all of these logistics had been identified, one objective became a priority: Everything that needed to be done would have to be automated.

Implementation of the inbound strategy, monitoring the customer life-cycle - from sales conversion, upselling, all the way to loyalty creation - recovering lost leads, working in conjunction with social media, etc. Everything would have to flow automatically without the need for numerous tools and human resources.

E-goi's flexibility, channel diversity and its features for e-commerce, made it an obvious choice for *The Florist's* entire marketing automation.



Actions

Total integration

The first step towards assertive communication is to achieve real-time synchronisation between what your customer or lead does in your store, and the communication tool in use. In *The Florist's* case, the e-commerce platform they chose was Shopify, and as E-goi has an integration plugin, this synchronisation was very easy to implement.

<https://goidini.e-goi.com>

Apart from synchronising the data of all customers who make a purchase (or an intention to purchase), the integration also equips your website with tracking capabilities. This then enables communication with visitors - via E-goi - based on their behaviour in the website itself, such as products and categories viewed, etc.






Shopping cart recovery

The ability to send automated messages to help recover abandoned shopping carts was one of the functions that *The Florist* gained by integrating their e-commerce with E-goi. Anyone showing interest in the certain product, or who added it to their shopping cart and didn't complete the purchase, will automatically receive a message with a higher conversion rate: Shopping cart recovery messages

There are many reasons why a visitor doesn't complete a purchase, but a high percentage abandon due to the cost of delivery charges. *The Florist* tackles the issue by sending an delivery-related offer to all those who don't complete the purchase within 24 hours. The message is personalised with the specific product(s) that were left in shopping cart, for increased effectiveness.



THE FLORIST
LUXURY BOUQUETS


O seu bouquet continua à sua espera.

Reparámos que deixou bouquet no carrinho de compras. Se optar por terminar a sua compra, o seu carrinho ficará à sua espera.

NOTA: Sabia que é possível efetuar o levantamento sem qualquer custo no nosso DROP Point no Porto? Fica mesmo ao pé do Hospital de S. João!

[Concluir a sua compra](#) ou [Visite a nossa loja](#)

Bouquets no seu carrinho



Eternal Blue Roses × 1
preta

Se tiver alguma questão, por favor responda a este e-mail ou entre em contacto connosco através do e-mail apoiocliente@theflorist.pt

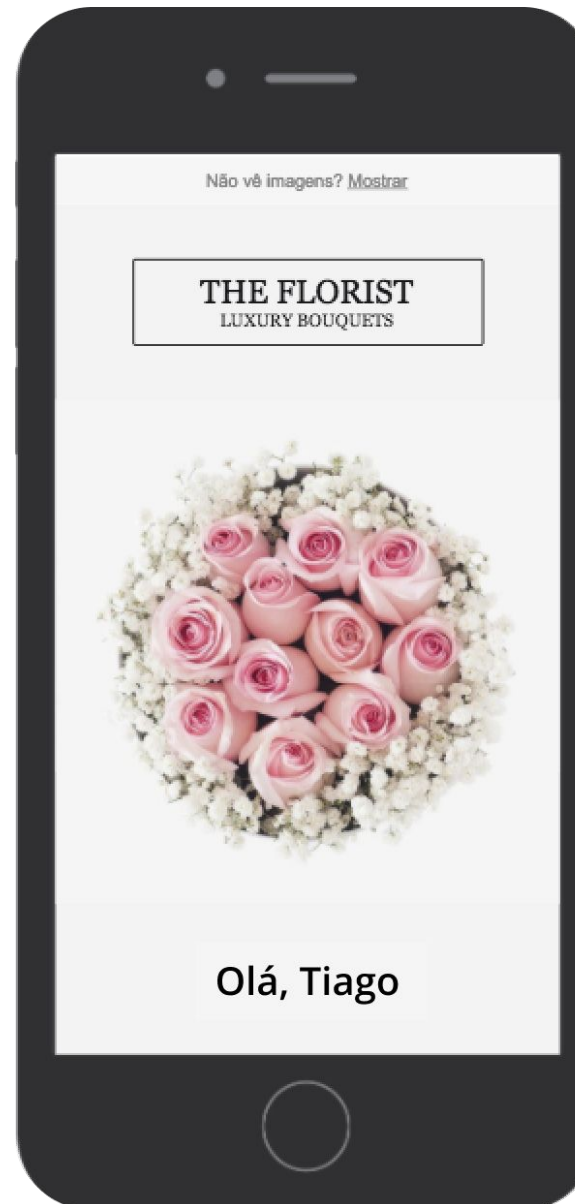


Attract potential customers

As part of their inbound strategy, *The Florist* implemented several E-goi forms on their website, not only in pop-up format, but also sign up boxes. *The Florist* consequently gained the possibility of delivering not only related and relevant content to their leads, but also automatic campaigns and promotions at the most important business peaks, such as Valentine's Day, Mother's Day, Easter, etc.

One of the most attractive ways to capture visitor contact details was the implementation of a highly useful feature: an automatic reminder for each customer's most important dates.

This feature is very easy to set up and consists of an Egoi form requesting the person's email and mobile number. They are also asked to supply some of the important dates in their lives, such as their wedding anniversary, their partner's anniversary, Mother's Day, etc... always indicating what the date represents. Once the person has submitted the form, *The Florist* automatically sends an SMS or email a week before each date, reminding them of the occasion and suggesting a gift from the company's product range. In addition to this reminder or suggestion, the visitor is taken through a sales flow which may end with a time limited discount, creating an urgency for buying the suggested product.





Recover old customers

One of the greatest marketing facts is that retaining existing customers is much easier and cheaper than acquiring new customers, and *The Florist's* knows this very well.

With this in mind, *The Florist* can capitalize on the total synchronisation between the e-commerce platform, through which individual customer purchase information is transferred to E-goi's subscriber data. It can then automatically reactivate old customers, anticipating their needs based on information from the last purchase.

Keep the customer happy

By listening to what customers have to say, we're halfway to turning existing customers into loyal ones. *The Florist* created a satisfaction survey which is emailed to the customer after the purchase, requesting feedback on the service received. In addition to giving their opinion, customers are asked to rate their experience on a scale of 0 to 10. This information is added to the subscriber in question, and a notification is activated whenever the rating is negative. The company then contact the customer in order to give the matter closer attention.

The client feels that they have been "heard" and that they are in good hands, later returning to *The Florist* for second and third purchases.

Email

o-seu-email@exemplo.com

Localização

ex: Porto, Portugal

Avaliação



Título da Avaliação

Indique o título da sua avaliação

Corpo da Avaliação (1500)

Escreva aqui os seus comentários



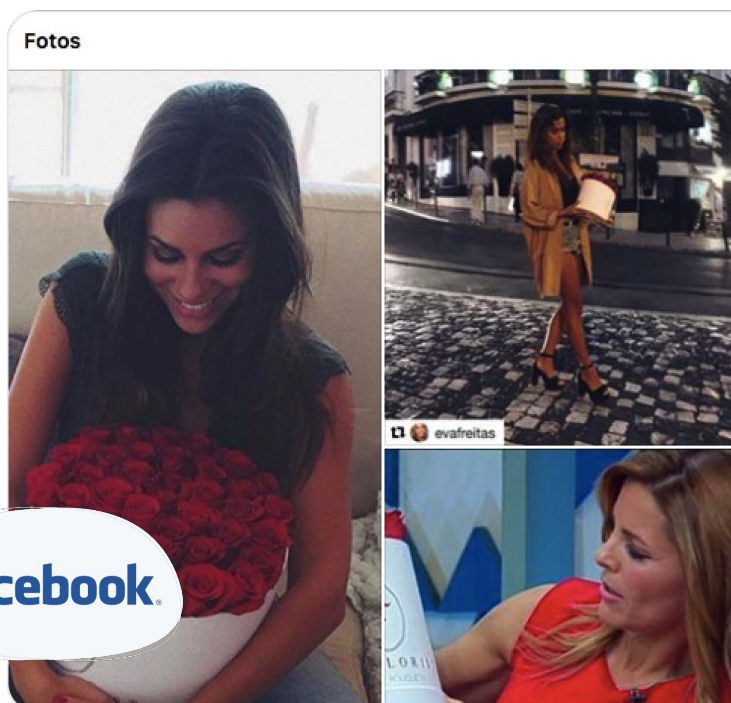
Marketing automation on social media too

Focusing all communication on one channel was never an option for *The Florist*. One of the maxims of multichannel marketing is to be wherever the customers are: in the right place at the right time. With this knowledge, *The Florist* quickly took advantage of E-goi's integration with Facebook Lead Ads, to automatically synchronise leads generated via their Facebook and Instagram ads with their E-goi database. The company even became a pioneer by capitalising on a new integration between E-goi and Facebook Audiences, to advertise on these social networks based on their E-goi segments.

The latter integration allows *The Florist* to activate a Facebook Ad, for example, offering to cover delivery costs, to those who didn't open the shopping cart recovery email. This action not only increases the campaign's reach by capitalising on a wider range of channels, but it also saves on advertising costs by only displaying the ad to leads not converted via the emails sent.



facebook Ads





The Result

The Florist is, without a doubt, the kind of client we love working with. Not only do they make the most of E-go's extremely diverse and flexible features, but we have also seen, from very early on, the benefits that automation brings to a company wishing to grow sustainably, through simplifying and optimising it's processes.

Some of *The Florist's* most important results are illustrated below:

10%

More lead conversions

307%

Increase in average ticket

54%

More repeat sales (2nd and 3rd purchases)

312%

Database growth

68%

Cost reductions in Facebook and Instagram Ads

99%

Automation of processes, from acquisition, sale to loyalty



THE FLORIST
LUXURY BOUQUETS

The

Future

Reward top customers

Now that most of the initial automation is in place, Tiago, one of *The Florist's* founders, says that they now intend to focus on developing the service itself, yet he admits there is still a lot to be done.

One of the features he intends to adopt in the near future, is to launch a loyalty programme, with the creation of a VIP club, where customers can accumulate points with every purchase made. This programme capitalises on E-goi's points feature, based on information synchronised through E-goi's integration with the e-commerce platform. It's very easy to set up with E-goi's Autobots, and something they could have launched already. This kind of programme requires extensive promotion to customers, which isn't a priority right now, confirms Tiago.

