



the**circuit**

Like Chocolate? Follow CoupSmart!

If you like chocolate, you need to keep tabs on **CoupSmart**, a company focused on helping clients generate customer demand in a business-quantifiable way. Why? Because their clients include chocolate giants Lindt and Ghiradelli!

Sean Grace, Marketing Director, says the CoupSmart system goes beyond engagement, driving fans to your store and marketing to them at the appropriate time. “We focus on collecting the right data from your customers and social media fans, and then automating the remarketing process,” he explains. “This ensures you are reaching people with the right message, focusing your marketing dollars in an efficient, effective manner.”

This is what attracted Lindt to CoupSmart last year. Sean explains, “They hired us to put together a one million bag giveaway for Lindt truffles. It centered around gaining a larger fan base on Facebook that they could then market to through that network.” Before the CoupSmart promotion, Lindt had procured 500,000 Facebook fans in a two-year effort. “But they were not on par with other chocolate companies,” continues Sean.

Using the Smart Deals app, CoupSmart developed a system where Facebook users “liked” Lindt’s Facebook page, and then printed off a coupon for a free bag of truffles. “They would check permissions that allowed us to collect their data and explained how we would use it,” says Sean.

The promotion worked like you’d expect a free Lindt chocolate giveaway to work – beautifully! In addition to Facebook ads, Lindt marketed the offer through their normal channels, including a television ad, which ran during national morning talk shows. Sean says, “In just under a week, we’d distributed all the coupons – and by the end of the promotion, Lindt’s Facebook fans surpassed one million, doubling their fan base in just six days!”

Best of all, there were not a lot of people who just printed off the coupon and “unliked” the page: “We had over 90% retention,” Sean boasts, while acknowledging that many people likely wanted to be ready for future deals from the company. And since the promotion allowed CoupSmart to collect email addresses and other information from fans, Lindt sure wasn’t complaining.

“One of the best things about a promotion like this,” Sean says, “is you’re able to identify those fans who are key influencers in the market. We followed up with those people, encouraging them to take a survey

and get more free chocolate. That way, we were able to collect even more data that will benefit Lindt in the long run.”

In the meantime, CoupSmart was talking to another chocolate company, San Francisco-based Ghiradelli, about setting up a “Smart Gift Shop” on their Facebook page. “This is another of our products,” Sean explains, “that allows people to purchase products right there on Facebook, instead of having to leave Facebook and visit another site to purchase.”

He says that in addition to increasing revenue because of the lower bounce rate, a big advantage to this is that CoupSmart’s system delivers “detailed analytical reports to allow the brand to learn more about their customers and fans, to see who are the key influencers, and to make targeted offers based on data.” For instance, you can tailor an offer to people with birthdays in August; or those who shared a deal the most; or customers who bought the most in additional merchandise. “All this encourages people to purchase more and to share on their own Facebook pages,” says Sean.

Promotions and systems like this are well and good for large companies like Lindt and Ghiradelli, but what about for smaller businesses? “No matter what size business you are, promotions that capture data from social media can help you understand your market and target your dollars,” Sean asserts. “You can add the promotion to your ongoing media, such as a newsletter or Facebook page. There are lots of ways you can drive customers to the deal, and you start to get data on your customers that you didn’t have before; that’s what’s valuable, as you follow up with them and remarket with them, getting them more engaged with your brand and company.”

CoupSmart believes Facebook is a chance to have a conversation with your customers, to really let them get to know what you’re about outside your product. This strengthens your offering and builds trust, while at the same time allows you to learn about them, garner repeat purchases and increase your revenue. Sean finishes, “What you’re really doing is creating brand advocates. Social media was powerful before, but it’s now even more so. Those sharing a deal or a thought about a company reach so many more people at a time, and messages go viral very quickly. It’s a great way to garner attention and support in an efficient way.”