

Retailer Spotlight: 15DollarStore.com

Company Overview

Though its online presence is relatively new, having been built and cultivated in the past eight years or so, 15DollarStore.com has a rich history of brick and mortar locations serving Southern California for more than two decades, offering high-quality and name brand merchandise at an unbeatable low price. The company has also quickly ascended up the ranks to become one of the leading retailers on Facebook, with nearly 30,000 fans.

As part of a new series in which we will shine the spotlight on SortPrice merchants from time to time, we recently spoke with Luis Molina of 15dollarstore.com about the company's overall business operations and social networking efforts.

SP: What market do you primarily cater to?

LM: In a word, anyone and everyone who is looking for great deals on clothing and accessories. We cater to the whole family--from misses to juniors to men and even children.

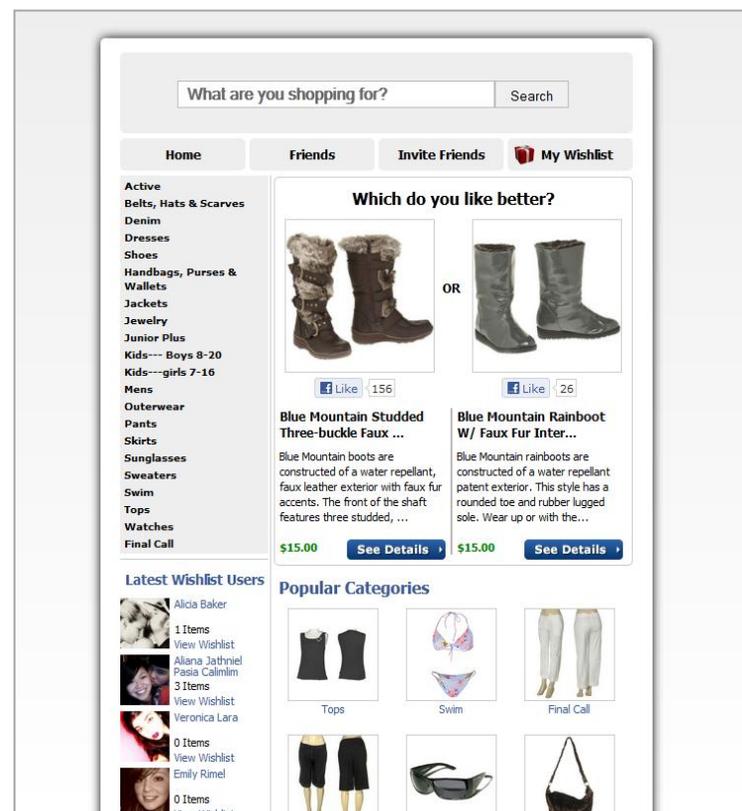
SP: What sets you apart from your competitors?

LM: The biggest thing that sets us apart is our unbeatable price of \$15 for everything we have on sale. We feature many leading name brands like Steve Madden, XOXO, Rampage, and more—all for the same price of \$15.

SP: What is your goal as a business and as a customer resource?

LM: Our goal as a business has always been to provide exceptional service that separates us from competitors and keeps people coming back for more. We hand pick all our merchandise to ensure outstanding quality. When that first-rate quality is merged with great customer service, we feel we're putting ourselves in the best position to ensuring that our shoppers remain loyal and become lifelong customers.

15DollarStore.com Facebook Store



SP: What are some of your social media marketing goals?

LM: We are active on both Twitter and Tumblr but our primary focus, and the source of our best results, has definitely been Facebook. Our immediate goal there is to reach 100,000 likes on our fan page.

15DollarStore.com

"We have seen about a 7-10 percent monthly increase in our store revenue since we opened up the Facebook store"

Luis Molina of 15dollarstore.com

SP: How does Facebook, in particular, fit into your overall marketing and sales strategy?

LM: Facebook has really become our central marketing tool and we try to utilize it and all that it offers. It is a great way for our fans to spread our name to others just by liking our posts. At this point, the exposure any retailer gets from Facebook makes it indispensable in my opinion—no business can survive without it in this day and age.

Facebook Store

SP: How has the SortPrice Facebook Store helped you achieve your social marketing goals?

LM: SortPrice has taken the Facebook experience and made it better for our shoppers and fans. With Sortprice, we have been able to create a store on Facebook that is readily accessible, where our customers can shop quickly and easily if they want. The extra engagement tools included in the SortPrice application have proven to be very useful as well.

Which do you like better?



OR

Blue Mountain Studded Three-buckle Faux ...
Blue Mountain boots are constructed of a water repellant, faux leather exterior with faux fur accents. The front of the shaft features three studded, ...
\$15.00 [See Details](#)

Blue Mountain Rainboot W/ Faux Fur Inter...
Blue Mountain rainboots are constructed of a water repellant patent exterior. This style has a rounded toe and rubber lugged sole. Wear up or with the...
\$15.00 [See Details](#)

SP: Which Facebook Store tools have you used the most?

LM: We've experimented with all of them but we definitely use the side by side product comparison feature the most. The product comparison tool seems to be the most effective. We get new merchandise coming in on a weekly basis and that tool is just perfect for gauging customer interest and finding out what items in particular they like the most.

SP: What kind of ROI have you seen since using the SortPrice Facebook Store?

LM: We have seen about a 7-10 percent monthly increase in our store revenue since we opened up the

Facebook store, and we have become more diversified with our shoppers

SP: Since using the Facebook Store, has your fan base grown? If so, by about how much?

LM: We use a range of tools and ads to promote our Facebook page, but I'd estimate that we've added about 5,000 users because of the Facebook store alone.

SP: How many times have you reminded your fans about your Facebook Store on your Facebook Wall? For example, how many posts have you created directing fans to your Facebook Store?

LM: Every time we offer product comparisons, which is usually around two to three times each month.

SP: What advice, if any, would you give to other retailers who are considering expanding to Facebook?

LM: I'd definitely recommend it. Expanding is a key essential to all business, and social media is the quickest way to get your company name out to millions of people. Facebook is a great tool to help you learn about the types of shoppers and customers you have, and being able to communicate on a social level makes for a much more personal connection and better business results.