

Retailer Spotlight: Wisconsinmade.com

Company Overview

Founded in 1999 by University of Wisconsin alum and Wisconsin resident Linda Remeschatis, Wisconsinmade.com showcases award-winning gifts from the Badger State. The site features more than 3,000 high-quality products—everything from cheese, bratwurst and gift baskets to art, books, and music—all made with pride and passion by Wisconsin-based artisans, who are characterized by a pioneering spirit, pride in their home state and a dedication to their craft and trade. As a compliment to their robust website, Wisconsinmade has also cultivated an exceptional social commerce presence, particularly on Facebook.

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

Wisconsinmade.com Facebook Store

SP: What market do you primarily cater to?

LR: Our customers are largely people who have some association with Wisconsin and know about the kinds of foods and gifts that are unique to the state. Most of our customers live out of state, but a few live in Wisconsin and use Wisconsinmade.com to ship Wisconsin gifts to friends and relatives in other parts of the country.

SP: What sets you apart from your competitors?

LR: Wisconsinmade.com is very unique in that no one offers the diverse array of Wisconsin-specific gifts that we do. Beyond that, we believe that our dedication to customer service and the quality of the artisan gifts that we deliver set us apart from other online retailers.

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

LR: Simply put, our goal is to provide the best of what Wisconsin has to offer—whether that’s cheeses and sausages or even fan gear for Wisconsin teams like the Green Bay Packers—to the rest of the USA.



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

LR: Our overall goal when it comes to social media is to provide a strong community where people who love Wisconsin can interact, and to establish ourselves as the leading experts on Wisconsin gift giving and gourmet Wisconsin food.

Wisconsinmade.com

"The SortPrice store is a nice feature because it allows customers to shop without having to leave the comfort of Facebook"

Linda Remeschatis of Wisconsinmade.com

SP: How does Facebook fit into your marketing and sales strategy?

LR: Facebook is where our community of Wisconsin fans can get to know us, trust us, and find out information about what we have going on including sales, discounts, blog posts, news stories and more. By providing them with a bevy of useful and entertaining content, it's our hope that our Facebook fans will eventually become customers.

Facebook Store

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

LR: The SortPrice store is a nice feature because it allows customers to shop without having to leave the comfort of Facebook. Before we started running a store with the help of SortPrice, we would post pictures of products on a static FBML page, but the SortPrice store has a much better layout and is much easier to manage.

The screenshot shows a Facebook Store product listing for a 'Flash Sale!'. At the top, a red banner reads 'Flash Sale!' with a countdown timer showing 'Time left to purchase: 6 Days, 0:11:57' and a clock icon. Below the banner, the product title is 'Seasoning Party Pack - Dip Mixes'. A short description follows: 'The Seasoning Party Pack is an assortment of Wine Seasonings dip mixes and dipping oil seasoning mixes that will add variety to your next parties....'. To the left is an image of the product packaging. To the right, the pricing is displayed: 'Regular Price: \$39.99' and 'Flash Sale Price: \$27.99' in large green text, with 'You Save: 30%' below it. A green button with a shopping cart icon says 'See Details'. At the bottom left are 'Share' and 'Like' buttons, and at the bottom right is a 'Tell Your Friends!' link.

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

LR: The Flash Sale is the tool we use most often. We have a weekly deal on our website that we publish on Facebook as a flash sale every week and that's proven to be extremely popular. We have also used the Wishlist and Product Comparison tools.

SP: Which Facebook Store tool (Product Comparison, Flash Sale, Wishlist) has been the most useful in engaging your fans on Facebook? How exactly did you use the tool?

LR: We still have some experimenting to do with all of the tools included in the SortPrice platform. But

we really like the countdown clock on the Flash Sale. It provides a sense of urgency to the shoppers.

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

LR: Yes, our fan base has grown. We have invested significant time and effort in promoting our Facebook page in a variety of different ways and the results reflect that. We have more than 7

times as many Likes as we did at this same time last year thanks to the numerous methods we employed to promote and market the Fan Page. To be fair, I don't believe that's solely or even mostly the result of adding the SortPrice store though it definitely helped.

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?

LR: We don't promote our Facebook store very often since we try to put a limit on the number of highly promotional posts we have per week. When we create a post about a specific product on Facebook, like a Milwaukee Brewers cap, for example, we will include a link to the product page for the cap on Wisconsinmade.com instead of sending them to the Facebook Store. It's simply less clicks to checkout when we link directly to the product page as opposed to linking to the store.

SP: What advice would you give to other retailers who are interested in expanding their social commerce efforts through SortPrice.com? If possible, please provide specific examples of your own successes, as well as ideas or methods that weren't as effective.

LR: I have noticed the products that are popular on Facebook may be different than what is popular on the website, so keep an eye on what your Facebook fans like to buy and promote those products heavily. The SortPrice platform can help you with this since it allows you to see exactly what products your shoppers are looking at the most.