

Background

In 2008, Austin Johnson decided to take his family's waterfowl farm's products to the web. Today, eFowl has grown into a network for poultry farms and hatcheries that offers an incredible selection, availability, and order fulfillment. eFowl is the one stop shop for those interested in raising poultry.

Achieving Growth Through Facebook

The eFowl team wanted to expand the reach of their brand and decided to focus on growing their Facebook fan base. They set up a promotion with Justuno in which shoppers could receive \$10 off of their order by liking eFowl's Facebook page. By incentivizing shoppers to like their Facebook page, eFowl was able to increase their Facebook fan base by 2,155%!

2,155%

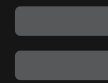


Facebook Fans



15,000

New Subscribers



10%

Total Revenue

Building an Eggs-emplary Email List

With no prior email marketing, eFowl needed to build their email list from the ground up. The team implemented a pop up promotion requiring visitors to enter an email address in exchange for their coupon code. In 9 months, 15,000 new subscribers flocked to eFowl. Their email marketing campaigns converted at a rate 3 times higher than their overall sales conversion rate, directly resulting in 10% of eFowl's 2015 revenue.

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Get Your Free Account: justuno.com/alwaysfree

(415)878-6070

sales@justuno.com

www.justuno.com