

allplants

Case study:
Referral touchpoints
& seasonal promotions



"I've worked with Mention Me at two different businesses and have enjoyed a great partnership at both. The Client Success team takes the time to understand and align referral with our goals, provide great analysis of how we're performing, and is always there to answer questions. Referral is now a valuable part of allplants' acquisition strategy."

Chloe Watt
Marketing Partner
allplants

How the vegan food brand drives organic growth and tasty results

The allplants story

Founded in 2015, the allplants mission is to inspire people to eat more plants, for the health of the planet and everyone on it. Its solution? Delivering delicious, plant-based, chef-made dishes to your door.

With veganism increasingly coming up in conversation, allplants' founders recognised the huge potential of word-of-mouth marketing. It had also seen how effectively referral worked for other challenger brands (and Mention Me clients) so, in November 2018, launched a referral programme of its own.

Its key objective was to acquire and reward customers so they'd become brand advocates and organically grow the business.

Promoting referral throughout the customer journey

allplants promotes its referral programme across a number of touchpoints. Its most effective point is the post-purchase page, where an overlay encourages customers to recommend the brand at the moment they feel most excited about their newly confirmed order. 57% of allplants' referred customers come via this touchpoint.

Who shared allplants with you?

If one of your friends loves us enough to recommend us please tell us their name below.

Friend's name and surname

Find them →



57%

of referred customers come via the post-purchase page

The second most effective point is the homepage. Since September 2019, allplants has promoted its refer-a-friend programme via a homepage banner, which now accounts for 32% of all successful referral.

Interestingly, the 'my account' section is another effective touchpoint for allplants. As a subscription-based business, this section is a key part of the user experience; customers come here to update orders, schedule deliveries and keep on top of their activity.

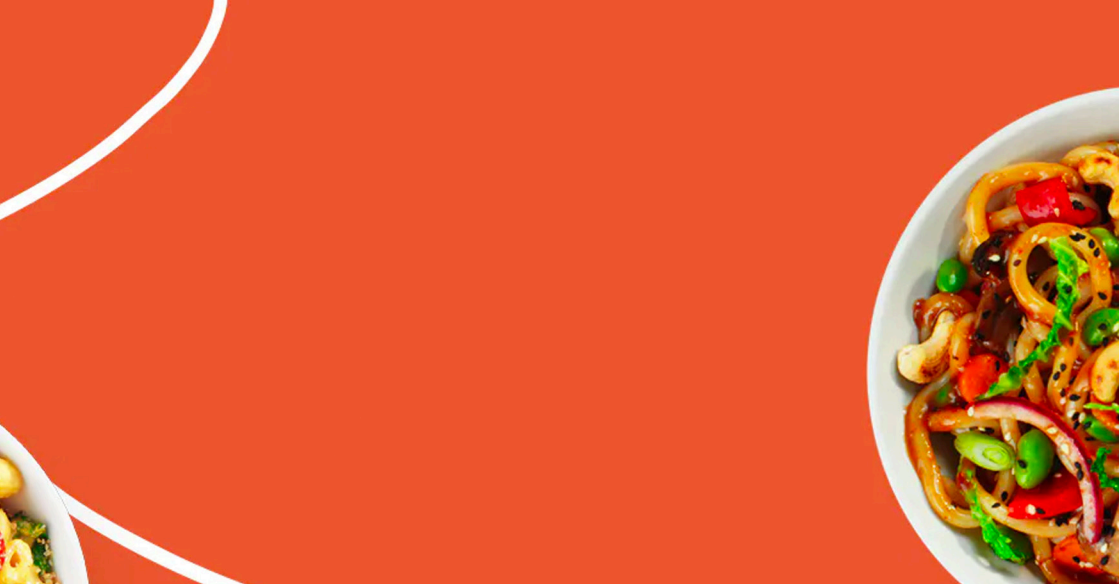
allplants also has a physical referral touchpoint within its customer journey: in-pack inserts. On opening their deliveries, customers see a leaflet encouraging them to tell friends about the brand and give their name at checkout for an exclusive discount.

Veganuary & Green Friday

allplants regularly runs seasonal campaigns that incorporate referral while strengthening its brand positioning. In November 2019, it ran a Green Friday campaign over the traditional Black Friday long weekend, vowing to plant ten trees for every successful referral (in addition to a double discount). This was promoted across numerous touchpoints with a Green Friday gif.

Interestingly, this campaign had the highest engagement on the Sunday, following a solus email blast. This suggests consumers are primarily discount-driven on Black Friday itself, but more receptive to alternative offers in subsequent days.

January is another peak time for allplants as it taps into new year resolutions to eat more plants; a topic that often comes in conversation.



With Mention Me's unique name sharing feature, allplants can encourage and track offline recommendations to build brand awareness and acquire new customers.

In 2019, it ran a limited time discount offering £20 off to both referrers and referees as part of its Veganuary campaign. This incentive proved highly effective; 18% of referred customers were acquired during January that year. The team subsequently extended the promotion, and ran a bigger Veganuary campaign in 2020, featuring a competition to win a box of goodies worth £150.



The results

allplants has harnessed referral marketing to spread word of its brand while growing a base of loyal customers. It plans to continue testing different elements of its programme and incorporating referral into wider campaigns to build upon this.

Let's talk numbers

allplants' referral programme highlights include:

- **Discovering key touchpoints** – 57% of referred customers come via the post-purchase page, followed by 32% via the homepage
- **Brand awareness** – 34% of customers refer friends to allplants
- **New customer acquisition** – 27% of consumers act on their friend's recommendation and order for the first time



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