



How Fleurance Nature used interactive marketing to grow their eCommerce business



Fleurance Nature sells natural cosmetics and food supplements online



Founded in 1972



"Qualifio is a simple and intuitive platform that allows us to conduct varied and efficient data collection campaigns. I highly recommend this tool for marketing teams that do not have technical skills."

– Cécile Tournier, head of eCommerce operations @ Fleurance Nature

The campaign



To boost sales and collect leads, Fleurance Nature set a **giveaway campaign**. People on their website could participate to try to win the whole range of Elixir Royal products from the brand.



Using a short description highlighting its health benefits, participants were asked to **identify the name of the main natural ingredient** found in those products.



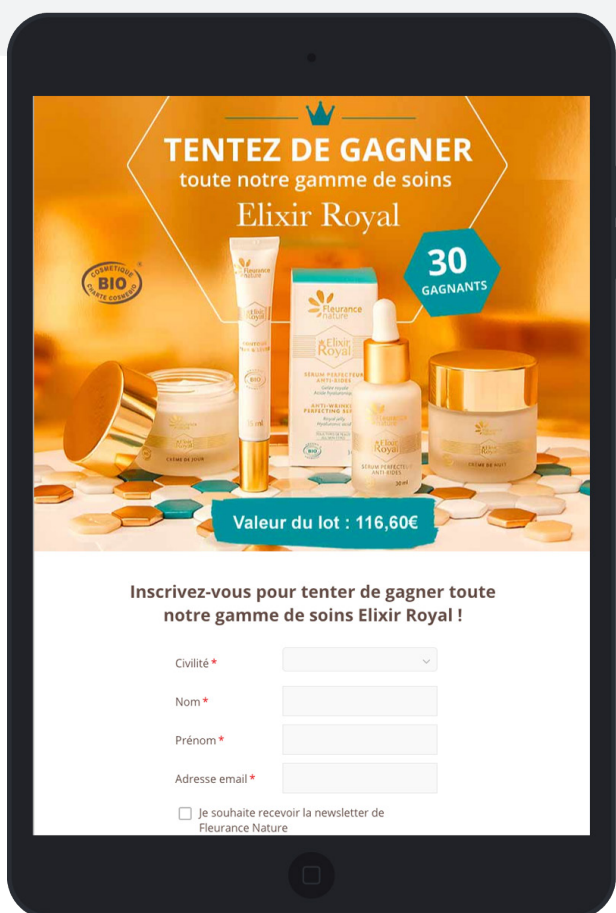
Fleurance Nature published the campaign both on their **website** and **Facebook page**. They had **promotional banners** triggered on other pages of their website to make sure everyone coming to the website would see it.



To turn participants into paying customers, the company also offered up a **discount** to all participants who reached the end screen.

24.730
participations

1.083
shares
on Facebook



The takeaway

What Fleurance Nature proves is that **you don't need a huge marketing budget** to create buzz around your eCommerce business. Instead, you just need an **interactive and shareable experience** to get people interacting with your brand.

Is traditional marketing under-performing for you? **Create a remarkable experience around your products** like Fleurance Nature did.

