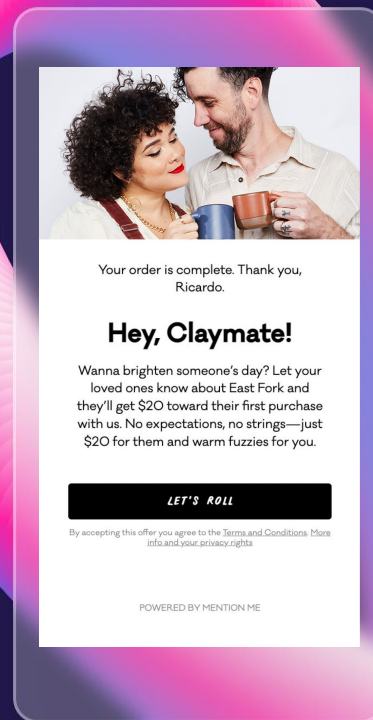


# How East Fork turns 52% of brand fans into repeat customers

The US pottery brand are nurturing advocacy to keep their customers coming back and bringing their friends.



mentionme × EAST FORK®

## 14 years after starting out as one potter on a farm in North Carolina, East Fork set their sights on growing their ecommerce store. So in 2022, they implemented Mention Me.

When East Fork launched their customer advocacy program, they were keen to test the hypothesis that their brand fans would spread the word without an incentive. They ran an offer encouraging referrers to give a discount to their friends, simply in return for “warm fuzzies”.

Their assumption proved correct. **Referrers were just as likely to introduce friends for “warm fuzzies” as when they were given the chance to win a free gift.**

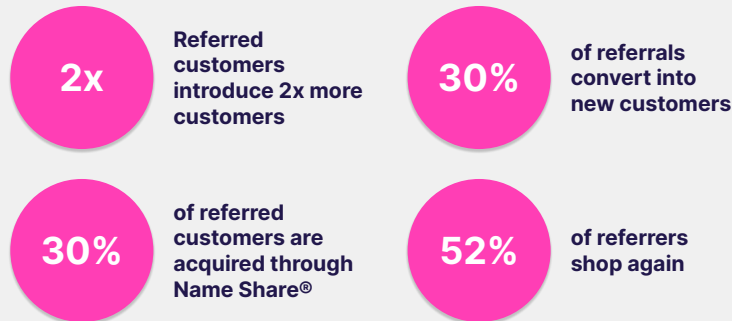
These loyal brand advocates (nicknamed ‘Claymates’) are highly valuable. **Compared to non-referrers, the Extended Customer Revenue\* of referrers is 2x higher.**

The friends and family they introduce quickly grow to love East Fork too, with **referred customers introducing twice as many new customers as those who weren’t referred.**

Now, East Fork is exploring how they can drive even more value from their brand fans. Their next move will be to segment and target customers based on their propensity to refer, so they can serve experiences that nurture further advocacy and referrals.

\*Extended Customer Revenue (ECR): Individual revenue plus revenue from referred friends.

## Thinking advocacy-first is driving strong results for East Fork



We needed to acquire more high-value customers, but in a sustainable way that felt authentic to our brand. Implementing a customer advocacy program with Mention Me was the perfect solution. **We’re driving repeat purchases from existing customers while acquiring valuable new brand loyalists.** Now we’re looking at how we can use our first-party advocacy data to deliver better customer experiences that deliver more value.

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