

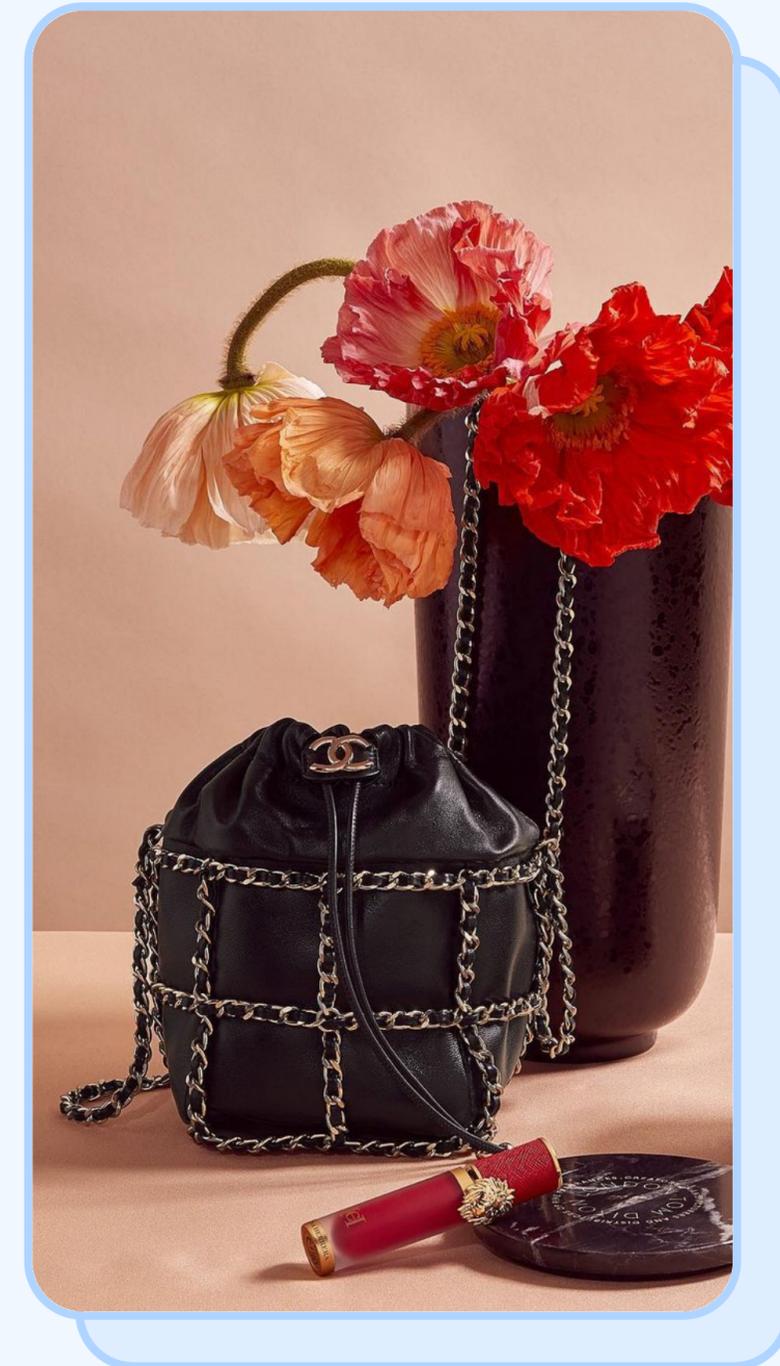
Harrods

Harrods and Heritage: New Perspectives on Luxury Marketing for a Social Generation

The Harrods brand is deeply rooted in tradition, timelessness, and luxury. Thus, as social media quickly became an increasingly important pillar of brand awareness and marketing consideration, a unique challenge was posed to the heritage brand. First: how could Harrods leverage the power of these channels— fast-paced, ever-changing, and often lo-fi—to support business objectives? Second: how could the team shift its approach to content in a way that prioritized the authentic narratives that social audiences require, while maintaining their elevated positioning?

Discover how the team behind this historic department store uses Dash Social software to:

- Make data-backed decisions to align social and creative teams
- Understand the competitive landscape with Visual IQ
- Accelerate and track conversions with LikeShop

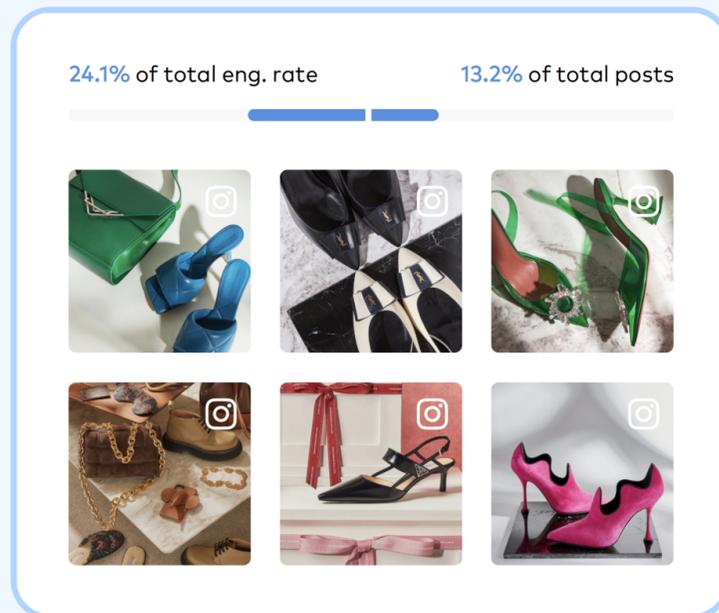


Power Smart Strategic Shifts

- Enhance cross-functional alignment
- Test and prove value of new content pillars

Marketing at an enterprise like Harrods involves precise coordination between several teams across the social, editorial, creative, and e-commerce departments. In order to deliver disruptive brand narratives with themes that they know will resonate, the social team takes on the responsibility of channel expertise— building a content framework and advising key stakeholders on algorithms, insights, and feedback to align social creative with campaign briefs.

Historically, Harrods had repurposed much of its highly-polished magazine content on its social channels. However, with the help of Dash Social, new content creation directions have been identified, thanks to the tool's comprehensive reporting and data insights. Today, the social team is more hands-on in the content creation process than ever before, highlighting to the business the value of social-first formats: everything from short-form video (IGTV and Reels) to lo-fi, behind-the-scenes snaps. With better insight into audience preferences and a way to easily track KPIs, the team is able to test these new content styles and formats with minimal risk.



Stay Ahead of Top Competitors

- Uncover best opportunities in owned content
- Identify and get ahead of competitor trends

Dash Social's Visual IQ is powered by proprietary AI technology that analyzes every element of a brand's content, segments that content by visual trend (subject, composition, colour palette, and more), and calculates the ratio of posts in the segment to engagement. This enables the Harrods team to quickly identify areas of opportunity in their content mix and deliver on-brand posts they know their audience will care about.

In an increasingly saturated market, it's vital for brands to stand out among the competition. The competitive insights from Visual IQ allow Harrods to monitor competitor accounts and break down what drives engagement for the most important players in their industry. They can identify trends in different types of imagery and frequency, plus get predictions for how new styles of content would perform on their own account.

"I love Visual IQ as an immediate way to see the content that is driving most engagement. It provides me with quick wins that I can share with our Creative teams. We are constantly learning from our own results but also the wider landscape too. Tracking strong content from best-in-class competitors is an important part of understanding the customers we share."

Jodie Blackburn,
Head of Digital Content at Harrods

+119% Increase in LikeShop clicks

**in December 2020 compared to previous month*

+20% Increase in averageclick-through rate

**in February 2021, compared to previous month*



Boost Traffic from Social by +119%

- Drive traffic from post to webpage and beyond
- Understand what motivates followers to take action

As a business that functions online and in-store, Harrods is tasked with directing consumers to the brand's website in both an e-commerce and editorial capacity. LikeShop is the perfect partner to take followers from profile to checkout, landing page, or another storytelling piece that propels them further along the journey to storefront, pop-up, or installation. The brand can track clicks and conversions, and closely monitor click-through rate to get the full picture on campaigns and initiatives that inspire user action.

LikeShop has been really successful in driving traffic to harrods.com. We've seen an uplift in both product views and click-through rates. This is definitely an area we want to develop."

*Jodie Blackburn,
Head of Digital Content at Harrods*

Set your team up for success with Dash Social's suite of tools to monitor, analyze, organize, and schedule content across your social channels.

[Get a Demo](#)