



Case Study

DASH HUDSON

How One Major Retailer Rewrote the Rules of (Social) Engagement to Stay Agile Online



This lifestyle authority knows a thing or two about forward thinking. The effortlessly cool retailer was the first of an impressive portfolio of American brands to make its way across the pond in the nineties, and has been a tastemaker for the young and young at heart ever since.

It should come as no surprise that the brand was quick to adopt Instagram as a primary channel for marketing. And to specially cater to its clientele in Europe and the United Kingdom, an independent handle naturally followed. This attention to detail, coupled with a deep understanding of its audience and where to meet them, has been key to the brand's steady growth online. So, when the global retail landscape shifted almost overnight, its social team knew they had to pivot their strategy to stay connected to their community. With a little ingenuity, plus the powerful tools in their Dash Hudson arsenal, they found the perfect formula to keep calm and 'Gram on.

Confronting a New Reality

This has been a year unlike any in recent memory with a unique set of challenges most brands have never dealt with before. From a business perspective, that's included the closure of brick-and-mortar stores and complete transition to online operations. As an early participant in shutting its doors for public safety, the brand was one of the first in the category to turn its processes inward for content creation and start a new chapter on social. Dash Hudson's Insights tool for Instagram and Pinterest has been essential to the brand's agility.

“Everyday we're on Dash Hudson and looking at the analytics. Because everything is moving so quickly, we need to make decisions daily and weekly on what our direction is going to be. The reporting side and the organic reach has been vital.

Social Editor at Retail Brand



Insights allows social media professionals to dig deep into the numbers and find out what's resonating in real time. The team tracks KPIs like reach and engagement to determine the content their audience cares about most and plan their calendar accordingly. And it's working—the EU handle saw engagement increase almost +10% from the period of March-July, compared to the same number of months prior.



+10%

Increase in engagement
from March-July 2020

*Compared to the previous 5-month period



Harnessing the Power of Earned Content

While the brand's team was hard at work shooting new content from home, so were their customers. With Dash Hudson's UGC feature, the team is able to source and share top-performing, user-generated content without ever leaving the platform. No manually monitoring tags, clicking through profiles, or time-consuming #regrams—they can see exactly who is posting, how many accounts that post has reached, and which posts are primed to perform on their own profile. They can even request content rights and reshare the posts in seconds.

“ The biggest [Dash Hudson feature] for us has been the UGC tool. It's been huge for us to have a look at what our organic reach has been. It's about constantly problem solving and finding solutions to fill up your content calendar—using your UGC or including your community in your content in an organic way.

Social Editor at Retail Brand



+30%

Increase in UGC from March–July 2020



+12%

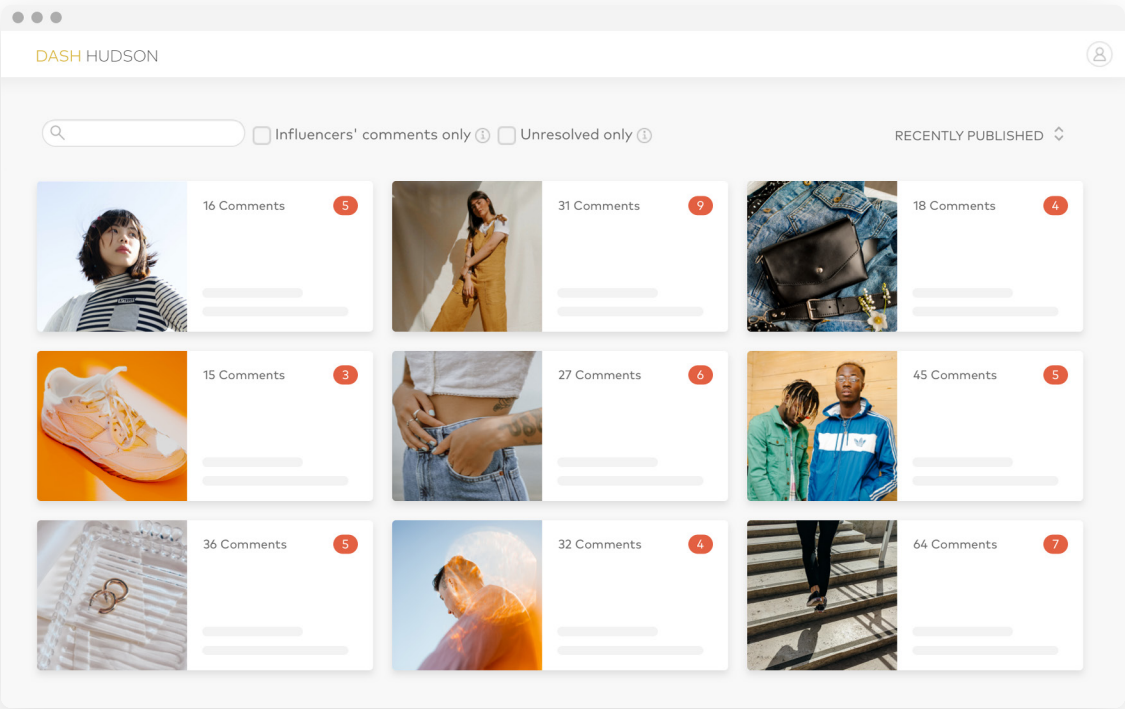
Increase in Organic Reach from March–July 2020

*Compared to the previous 5-month period



Keeping It Real and Rolling With It

Community management during this time has been more important than ever. Staying on top of comments is crucial for connecting with a physically disconnected audience. Dash Hudson's Community Manager lets the brand's social team get a snapshot of comments across all of their posts. They can be sorted by recently published or recently commented, or filtered by influencer or unresolved comments and checked off as they're addressed. Another key feature is the ability to search comments by term—making sure no important inquiries like “do you ship to” or “my recent order” get lost in the fold. It's an easy, effective way to build trust, loyalty, and bolster brand reputation through public-facing, positive interactions.



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It's really important that you're there in the comments section responding to everyone. I feel that we have a strength in being real and responding in real time—not copy and pasting. We do tailor responses and tweak the tone depending on who they are and what the questions are. There's a strength in being reactive and rolling with it.

Social Editor at Retail Brand



+37%

Increase in comments
from March–July 2020

*Compared to the previous 5-month period



Embracing the Ever-Changing Norms

There's no “one-size-fits-all” approach for tackling social channels in the midst of unforeseen circumstances, but marketers must get creative and adapt fast. This retailer leveraged Dash Hudson's data to speed up the decision-making process and get straight to what matters: sticking by their community through thick and thin with content that uplifts as much as it converts.

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We decided to completely rewrite the rulebook. We tore everything apart and thought: ‘Who do we want to be? What's valuable to people?’ I feel like that's a really strong part of our brand DNA.

Social Editor at Retail Brand

Join the ranks of the world's top brands and discover how Dash Hudson can streamline your cross-channel social strategy. [Get a demo today.](#)

