

# Ritual

## A Daily Dose of Dash Social: Ritual's Instagram Remedy

For brands that are already established on social media, finding ways to innovate, engage a larger audience, and expand the reach of their profiles is no easy feat. For Ritual's science-backed team, an approach rooted in data was the best way to meet this challenge.

At Ritual, the sustainable multivitamin brand reimagining American wellness, better health begins with better ingredients. The brand's ethos of transparency and traceability permeates throughout its social content and has garnered major support since launching on Instagram in 2016. In fact, its signature clear capsule has not only been a source of pride and proponent of the brand's accountability, but a huge draw for its aesthetically minded customer as well. That the products are also vegan, non-GMO, made without artificial ingredients, and manufactured in the USA, gives a full picture of why they've developed such a dedicated fanbase.

### The Results

**+154%** Increase in  
Likes MoM

**+199%** Increase in  
Comments MoM

\*from July–August 2020



## Supplementing a Healthy Strategy

Ritual had already cultivated a bustling community of health-conscious women, but wanted to capture new audiences that could also benefit from its growing product lines—namely parents-to-be, teens, and men. The brand's social team strived to set a new standard for how they interacted with current and potential customers on their most important channels, with a focus on long-term gains. To help build a following that deeply cares about its informational content, they needed technology that would allow them to select and schedule highly engaging posts, reply to comments in real time, and overcome the unique challenges of selling online in an industry with strict rules and regulations. Dash Social was just what the doctor ordered.

*"Likes and comments have gone through the roof and it has been largely due to the ability to schedule our posts, go back into the archive, or look into strongly performing content and recreate it. To be able to see changes from one month to the next, and then try new strategies—Dash Social is the backbone behind that."*

Jordan Hughes,  
Senior Social Media Manager at Ritual



## Cracking the Algorithm

Keeping audience expansion in mind, Ritual's social team had to step back and reassess their entire strategy. How could they switch up their content to reach different demographics while maintaining their existing base? It came down to three key factors: timing, content pillars, and historic performance. Dash Social's Scheduler makes choosing the optimal times to post a breeze by highlighting the brand's calendar at the times of day its audience is most engaged. That was essential to the success of priority content.

*"What makes Dash Social so unique are the intuitive scheduling features. They save so much time. I love seeing the times that my posts should go live in Scheduler based on the success of previous posts. It helps me make the case to my team for timing product launches and announcements."*

Jordan Hughes,  
Senior Social Media Manager at Ritual

Another must-have tool? Dash Social Boards. By segmenting content with similar themes or visual styles, Ritual was able to uncover correlations between types of imagery and performance. The brand's "Traceability" series—posts to help followers understand ingredients, sourcing, and manufacturing processes—provided an opportunity for the team to increase their posting cadence and unlock the secret to the algorithm in the process: consistency. Once the team adjusted to the posting curve, content was pushed to a greater number of Instagram users and ultimately exploded engagement.

# Crystal Clear Content Selection

In order to increase efficiency and devote more time to cultivating strong relationships with followers, Ritual set a goal to cut down the time they were spending on the content creation process. Dash Social allowed them to look at their content catalog and pull the most popular posts to repurpose for today's audience. And followers responded positively—a lesson learned that you don't always have to reinvent the wheel to keep brand fans engaged and coming back for more. Understanding the posts its audience cares about most was also crucial to testing the waters for new content styles or important announcements. By first sharing a photo or video they knew would perform highly, the Ritual team could hold their followers' attention in time to see the more experimental post, and give it an extra engagement boost.



*"That's one thing Dash Social is great for—seeing our most engaging posts of all time and scrolling through historic content to understand what would work again. We use Your Posts analytics to gauge the success of everything we plan to share."*

*Jordan Hughes,  
Senior Social Media Manager at Ritual*

# Making Analytics a Regular Routine

Just as Ritual vitamins support the health of its customers, Dash Social supports the health of your brand's social strategy. The more a team digs into the numbers, collaborates across departments, and leverages data during the content creation process, the more streamlined that process becomes. In just one month Ritual was able to action deep insights and translate them into content that inspired an enormous follower response—leveling up their digital presence at the same time.

Interested in improving your brand health through a strategic social strategy? [Connect with our team](#) to learn more.

