

THE **INKEY** LIST™

A Glowing Growth Strategy: How The INKEY List Leans Into Insights and Community to Propel Social Media Impact

The INKEY List was born out of the belief that better knowledge powers better decisions. Since its inception, the celebrated skincare brand has used social media to fuel innovation by using it as a feedback loop with its online audience. This approach has enabled the brand to create educational content that engages and retains its burgeoning community.

Discover how the innovative skincare brand uses Dash Social software to:

- Understand what content is performing with its audience resulting in a +110% higher engagement rate than the skincare industry average
- Measure and optimize video performance using trusted metrics unique to Dash Social
- Grow The INKEY List Instagram community by +598%



With growth and change comes new challenges. In response to the meteoric rise in global social media usage throughout 2020 and beyond, the INKEY team identified a need for more easily digestible still and video content to continue to connect with its audience. The team turned to Dash Social to access deeper insights into performance and engagement, feed this data into the brand's content strategy, and to distribute its community-centric creative across all social media touchpoints.

Optimize Content Performance

As part of a fast-paced brand, the social team at The INKEY List understands the power of impactful content. Using Dash Social's content segmentation tool Boards, the team can group posts from each campaign or content pillar into categories to see metrics like engagement, effectiveness, and total reach. From here, the team is able to create customized content reports on a daily, weekly, monthly and campaign-led basis, plus:

- Uncover which content is performing across key metrics using Dash Social's Insights tool
- Use this data to internally benchmark content in real-time
- Inform the strategic direction of future content for continuous improvement

"A really important tool for me is the Boards feature. I can segment content by style, product and campaign, allowing me to compare and analyse key metrics such as engagement and reach. I can then use these Boards to create reports, plan future content and feed the learnings into the greater marketing strategy."

*Kasey Ford,
Social Media Manager at The INKEY List*



"IGTV metrics in Dash Social couldn't have come at a better time for us. Our latest campaign is mostly in the long-form video format. Being able to measure the reach and total engagements is so important."

*Kasey Ford,
Social Media Manager at The INKEY List*

Measure Video Impact

Instagram's IGTV feature allows The INKEY List to expand its video strategy in a new way. Focusing on education, the brand hosts dermatologists, skincare experts, and influencers on the format to answer questions and give skincare advice. Turning to Dash Social to measure IGTV performance, the team specifically keeps a pulse on the reach and engagement metrics to ensure their videos are not only educating but resonating as well.

The INKEY team also looks at Saves, a metric that is only measurable in Dash Social, to understand the impact of videos. With the goal of creating content that is purposeful and informative, Saves are a key indicator of content interest and resonance. Using Dash Social for their video strategy the INKEY team is able to:

- Boost video performance
- Deeply understand which kinds of videos resonate with their audience
- Adopt new features on Instagram and instantly measure the return

+110% Higher engagement than the skincare industry average

+598% Growth on Instagram since using Dash Social

10-12 hours

saved per week since using Dash Social

← Campaign - Acne

Total Reach: 3,613,926 Total Likes: 123,020 Total Comments: 3,157 Avg. Engagement Rate: 2.54% Avg. Effectiveness Rate: 10.12%

21 Pieces of Media Sort By: Recently Added Add Media

Power Community Growth

Social and community go hand in hand at INKEY. The team is constantly tapping into audience insights to feed into social planning. Their 24/7 service, #askINKEY, allows consumers to chat to an advisor via main social channels and ask skincare and hair care questions. The team then turns to Dash Social's Community feature to:

- Quickly surface trends and frequently mentioned products
- Save hours of manual work
- Provide valuable insights for both the marketing team and the wider business strategy

"At The INKEY List we want to make knowledge and advice accessible to everyone. Adopting new features on Instagram means that we can continue to educate as many people as possible and fuel community growth."

*Kasey Ford,
Social Media Manager at The INKEY List*

Discover how your team can use Dash Social to optimize content performance and fuel growth across social channels.

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