

Goody

A Heritage Hair Brand's Visionary Social Strategy

Goody has been the go-to hair accessory brand for American girls and man bun growers since the early 20th century. What's amazing about this heritage hair brand is the company's ability to remain innovative and relevant in its category for over 100 years. Goody's present day strategy—to stay in the hearts and hair of consumers—involves everyone's favorite social channel, Instagram.

Ouchless Opportunities

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The Results

+55% Increase in video engagement*

+422% Engagement increase in colored hair

+114% Engagement increase in scrunchies

*in August 2021 compared to previous month



Double Tap Data

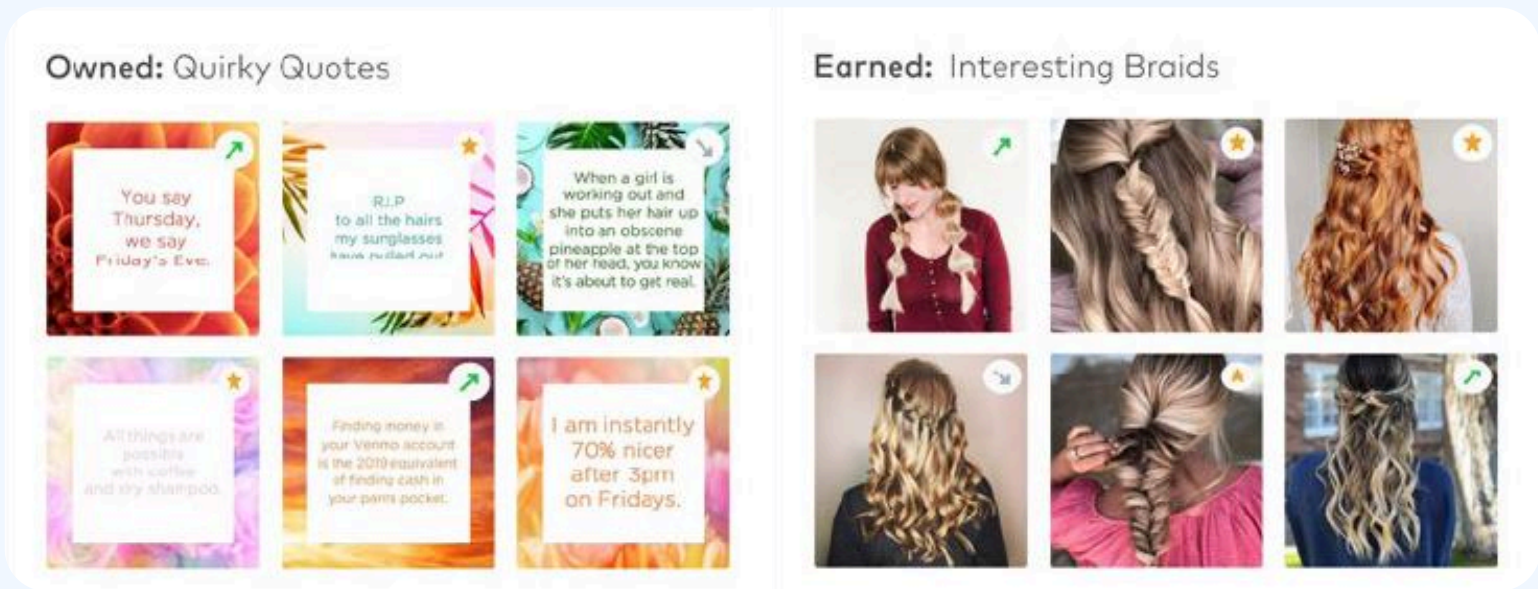
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“The visual predictions help us to understand how our product photography works with our followers. It reaffirms trends and allows us to be precise in our content creation.”

Nicole Krinsky
Social Media Manager at Goody

Visual IQ: Using Artificial Intelligence to Predict Performance

Visual IQ works by applying AI technology to a brand’s Instagram imagery and historical performance data. The machine learning tool can organize a brand’s owned, earned, and competitive content into segments, to uncover trends and content styles that have the potential to generate a higher share of engagement. In the owned section of Visual IQ, Goody discerned that they should be sharing more quirky quotes to drive engagement. In terms of community content, the team learned that images of interesting braids and hairstyles would perform well on the brand’s Instagram.



Grow to Great Lengths

“Dash Social really helps Goody to create a visual brand story. I live in the platform!”

Nicole Krinsky,
Social Media Manager at Goody

Goody’s data-driven creative strategy has propelled the brand’s growth and success immensely on Instagram. When the brand started working with Dash Social its followers sat below the 7K mark. Just one year in, Goody was able to grow its fan base by 831%, and has now cultivated a community of over 100K, increasing its audience by 1,478%! Don’t miss out. [Click here](#) to get started with Dash Social today.

Goody’s Instagram Audience Growth

+831% in one year with Dash Social **+1,478%** in two years with Dash Social

