

Case Study

Goody + DASH HUDSON

Growing up 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.

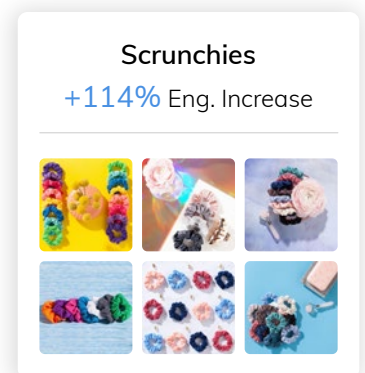
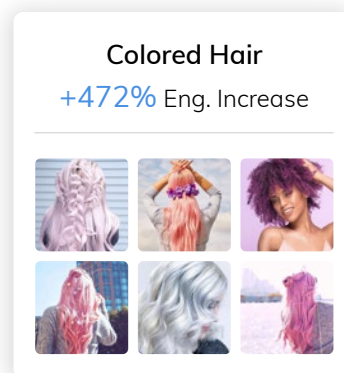
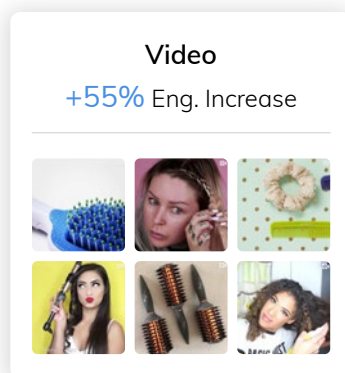
Ouchless Opportunities

On Instagram, Goody communicates its cheerful and lively brand identity through vibrant photos and videos that showcase its products and the personality of the Goody customer. The channel provides an opportunity for Goody to interact directly with its fans, and to create and share content that resonates with its community. The social team at Goody uses the Dash Hudson Boards tool to achieve this goal.

In Boards, the team at Goody groups its photos and videos into categories like product type, stylized product shots, quotes, hair images, model photography, and more. Boards then provides Goody with performance data for each of these content pillars. With this data at hand in real-time, Goody can optimize its content mix to appeal to the aesthetic tastes of its following, driving engagement and growth for the brand on Instagram.

Dash Hudson Boards

These types of content perform higher than Goody's average engagement rate:



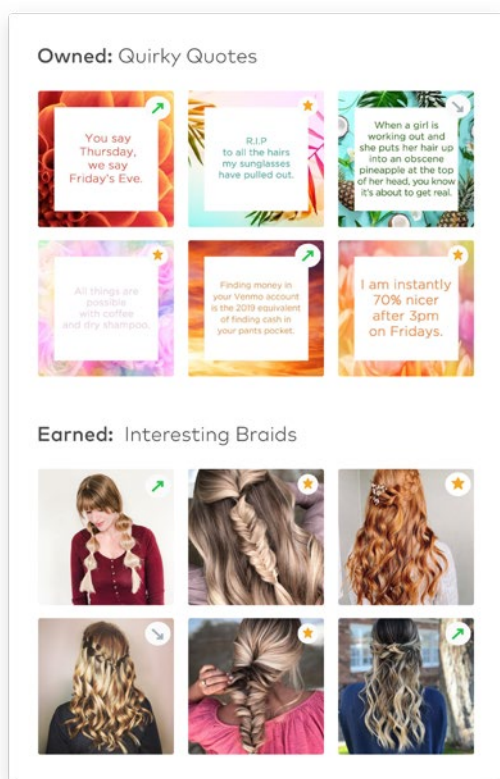
Double Tap Data

With engagement being such an important factor in the Instagram algorithm, focusing on increasing this metric is key to attaining visibility on the channel. The social team at Goody also leverages the power of Dash Hudson's Visual IQ tool to discover opportunities to grow engagement—and in turn the brand's following.

“ 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 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.



Goody's Instagram Audience Growth

+831% in one year with Dash Hudson

+1,478% in two years with Dash Hudson

Grow to Great Lengths

Goody's data-driven creative strategy has propelled the brand's growth and success immensely on Instagram. When the brand started working with Dash Hudson 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 Hudson today.

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

Nicole Krinsky,
Social Media Manager at Goody