



DASH HUDSON

## 12 Tips to Increase Sales with Social Media

# Table of Contents

Create a Consistent Visual Story Across Channels	3
Make Your Channels Shoppable	4
Invest in Influencers	5
Take Your Audience from Tweet to Product Page	6
Monetize Your TikTok	6
Leverage Community-Created Content	7
Prioritize Instagram Stories	8
Convert Your Instagram Followers into Customers, Faster	9
Harness the Power of Video Content	10
Expand Your Reach with Paid Social	11
Curate Content That Resonates with Your Unique Audience	12
Turn Your Social Success into E-Commerce Growth	12





The initial purpose of social media was for users to connect with their peers and create communities online. As brands increasingly rely on online platforms to reach consumers and generate revenue, social media has become the backbone of an impactful marketing strategy and a key lever to drive business growth. Never before have consumers been so accessible, which presents brands with a powerful opportunity to capture new audiences and accelerate online sales.

Unlocking the opportunities that channels like Instagram, Pinterest, and TikTok offer requires a combination of data and creativity. Digital channels have become increasingly saturated, making it harder for brands to cut through the noise. Effective visuals are core to building an impactful brand story on social—and to influencing consumers' purchase decisions across your most important marketing and e-commerce channels. Once you craft a compelling brand story and cultivate an engaged community, you need to understand your audience's visual preferences and leverage new tools and technologies to develop a social strategy that bolsters sales.

**Dash Hudson equips brands with 12 essential tactics to capitalize on the revenue-driving opportunities that social media channels have to offer.**

# Create a Consistent Visual Story Across Channels

Social media is an amazing platform for creating and sharing an impactful brand story. Each of your brand's visual touchpoints should take your audience on a journey with you. When done right, social channels allow you to repeatedly build on that story by virtue of steady exposure while growing an engaged community of brand advocates.

Understanding your target audience on each channel is the first step to building out a thoughtful multichannel content strategy. Discovery is top of mind for Instagram users. 83% of users said they discovered new products on the channel. Instagram is often the first step down the funnel, so it's paramount that brands make an impactful first impression with content that speaks to your brand story, values, and community. Consumers head to Pinterest to inform their buying decisions. 84% of active Pinners use the platform to plan their purchases. This means that the lifestyle photos and videos that perform with your Instagram audience might not resonate with Pinners. Pinterest users look for visuals that give context around products and services to strengthen decision-making. On the other hand, TikTok revolves around spontaneity. Marketers need to be prepared to create content around the latest trends that align with their brand to find a spot on the For You page.

**83%** of Instagram users discover new products on Instagram

**84%** of Pinners use Pinterest to plan their purchases

Source: LRWTonic and Pinterest



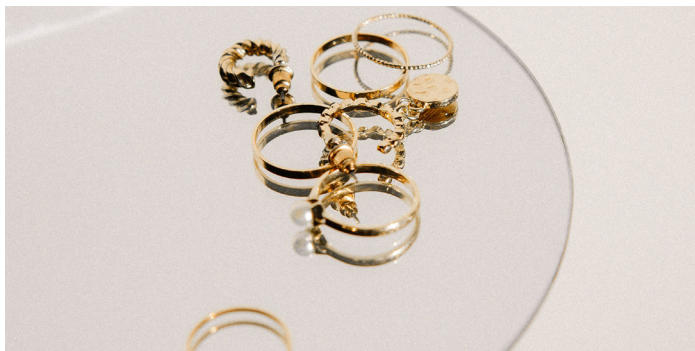
## BHLDN Spring Collection Pinterest Results

**+82%** higher engagement rate than average Board

Once you nail down your target audience's mindset on each medium, you need to weave a consistent visual narrative. Each channel will evoke a different emotion in your audience and push consumers further down the marketing funnel while staying true to your brand values and aesthetic.

Wedding dress retailer BHLDN has mastered how to curate content specifically for its target audience across channels. Initially, BHLDN approached Pinterest with a similar strategy to its other social channels, sharing lifestyle imagery and repinning community-created content. Since day one of using Dash Hudson, the brand had the data it needed to create a Pinterest strategy that aligned with the platform's unique audience and search engine functionalities.

To speak to the purchase-minded Pinner, BHLDN started repurposing its e-commerce imagery for Pinterest, and saw an immediate lift in performance as a result. Each social channel embodies BHLDN's brand and values and has the same end goal of ROI, yet diversifying its content mix to meet brides at different points in their journey sets the brand up for multichannel success.





# Make Your Channels Shoppable

The debut of new commerce features provides invaluable opportunities for brands to create a seamless in-app shopping experience for consumers. Instagram, Facebook, and Pinterest have evolved their platforms to meet the new needs and expectations of businesses and consumers alike.

## Instagram Shop

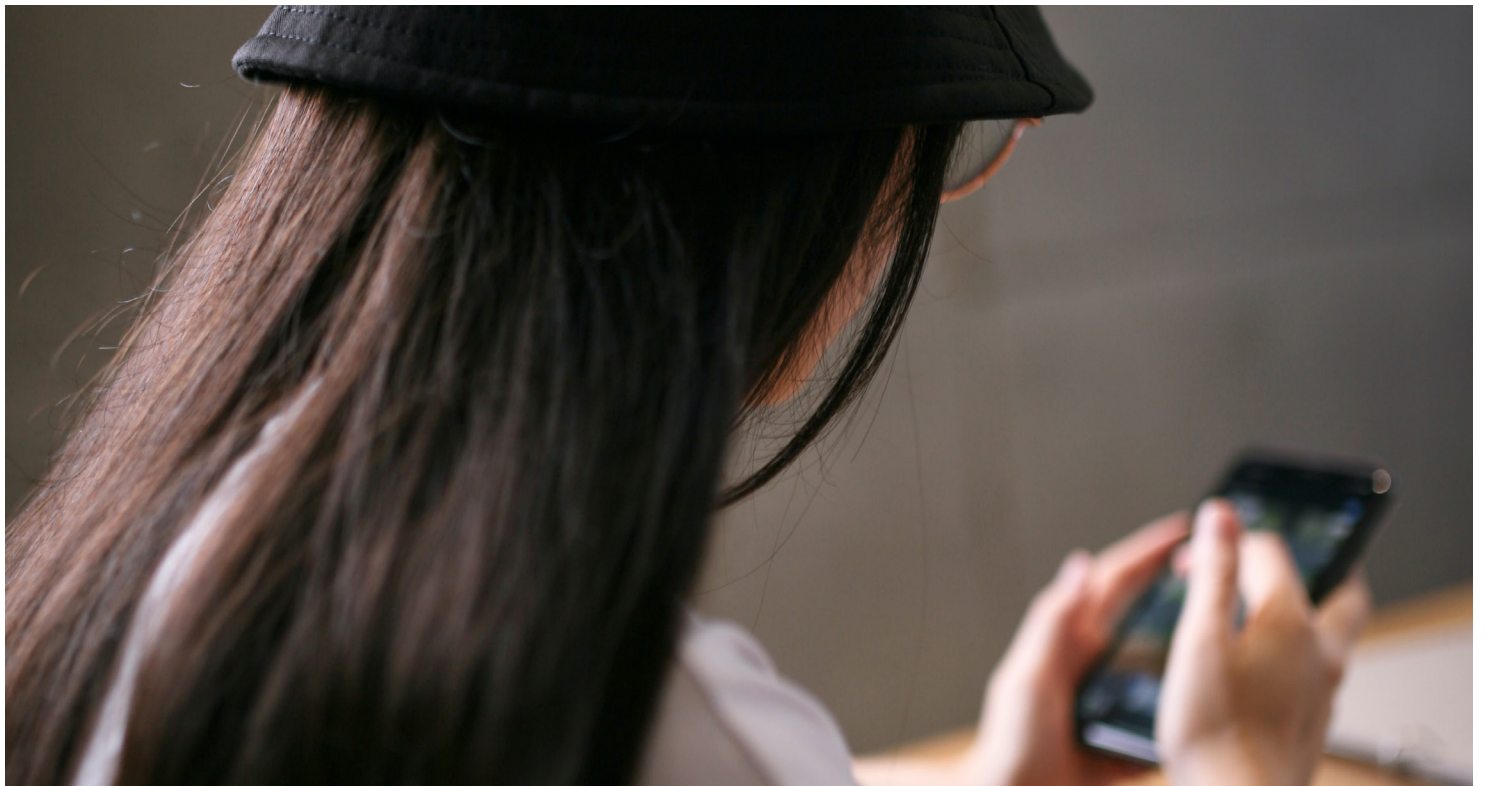
Businesses can integrate their product catalogues with their Instagram profiles to create a frictionless buyer journey. Marketers can do this directly on posts and stories, or on the Explore tab and your own dedicated Shop tab on your profile. Capitalize on your top-performing content and maximize conversions with your target audience.

## Pinterest Shop

As the number of Pinners shopping rose 44%, Pinterest added a dedicated e-commerce functionality to its search tool and boards to make shopping easier than ever for consumers. 97% of top searches on Pinterest are unbranded, making it the perfect place to increase brand awareness and put your products in front of new online consumers. Pinterest's newest feature serves Pinners the option to Explore or Shop at the beginning of their search. Previously Product Pins were lost in a sea of visuals, making it harder to stand out and capture purchase-minded Pinners. The Explore tabs direct Pinners to the typical feed of related Pins while the new Shop tab takes Pinners to a feed of Product Pins—a more efficient route for purchase-minded Pinners.

## Facebook Shops

Facebook is still as crucial as ever. Used by 88% of 18–29-year-olds online and 84% in the 30–49 year range, Facebook is an integral part of any social strategy that aims to target those key demographics. With the launch of Facebook Shops, brands can sync their social selling strategy. The feature is accessible through Facebook and Instagram and is key to streamlining your brand's digital storefront.





## Invest in Influencers

Brand collaborations with influencers continue to evolve and grow and remain an integral part of a successful marketing strategy for brands across industries. For instance, 92% of brands who invest in influencers on Pinterest see success. Additionally, 44% of online consumers between the ages of 18–34 have made a purchase based on a recommendation from an influencer. Brand collaborations with influencers don't have to stop at generic captions and selfies with strategic product placement anymore. In fact, today's partnership content, when done creatively, is adding more value for followers than ever before.

What differentiates a successful influencer partnership from a business interaction is selecting the right people who authentically exemplify what your brand stands for. Influencers who associate with brands they truly believe in tend to have highly engaged, niche audiences who trust their opinion—and that translates into sales.

92% of brands who invest in influencers on Pinterest see success

44% of online consumers ages 18–34 have made a purchase based on an influencer recommendation

Source: Pinterest and eMarketer

Fresh Beauty proves that impactful influencer campaigns are rooted in authenticity and approachability. The brand started the #PassTheSoy challenge to promote their much-loved cleanser, and the video that inspired it all starred their team members. It proved fame isn't everything when it comes to engaging audiences. Genuine people with a passion for the product can generate as much of a response as big-name social stars.

# Take Your Audience from Tweet to Product Page

While Twitter does lend itself well to customer service, brands that use it exclusively to respond to requests are ignoring the many upper-funnel customer prospects that their Twitter audience has to offer. Discover why brands should treat Twitter engagement less like a text-only reply bot, and more like the visual channel it truly is—a place where opportunities abound to turn your followers into buyers.

84.8% of Twitter users made an online purchase in the past month, compared to 74.5% of non-Twitter users. Tapping into the types of tweets that provide the most engagement is the first step towards leveraging the purchasing power of Twitter. The savviest brands use Twitter in earlier stages of the buyer's journey by providing their followers with content to engage with, and then driving to a product page or the brand's website. If the majority of your feed consists of replies asking followers to DM their order numbers, most of your audience will quickly feel left out of the conversation. Instead, create a space that inspires an engagement and purchase mindset among followers.



**84.8%** of Twitter users made an online purchase in the past month

Source: TwitterBusiness



## Monetize Your TikTok

From the onset of TikTok's monumental rise, brands have been looking to capitalize on it. The channel's unique algorithm gives content its best opportunity to be discovered—and maximize brand awareness in the process.

Streamline the customer journey from discovery to checkout. Instead of tireless Google searches and cross-referencing to find the product they're looking for, your audience has a seamless way to transition from your content to your website—and fewer steps means fewer sales lost due to customer frustration. Not to mention TikTok's audience is currently untapped when it comes to shopping. In fact, 1 in 4 TikTok users can't be found on any other channel. And a fresh revenue stream in today's digital age is like hitting the lottery.

As food brand Milk Bar expands into the CPG space and national supermarkets, the brand leverages TikTok to reach new corners of its target market. There are 100,000,000 users on TikTok in the US, ranging from people in big cities to small towns with access to Milk Bar's products in supermarkets. Leaning into TikTok enables the brand to maximize reach and increase brand awareness.



**1 in 4** TikTok users can't be found on any other channel

Source: TikTok for Business



# Leverage Community-Created Content

Besides the obvious aesthetic and community-building benefits, user-generated content (UGC) often outperforms brand-created content. Consumer marketing studies have shown that 84% of consumers trust peer reviews and only 23% said the vendor was influential in their purchases. Pins that showed someone using a product or service are 67% more likely to drive offline sales. Additionally, community-created content takes a piece of the creative process off of your team's plate. Brands should be leveraging user-generated content in three different ways:



84% of consumers trust peer reviews and only 23% said the vendor was influential in their purchases.

Source: Forbes

## 1. Strengthen your multichannel marketing strategy with UGC.

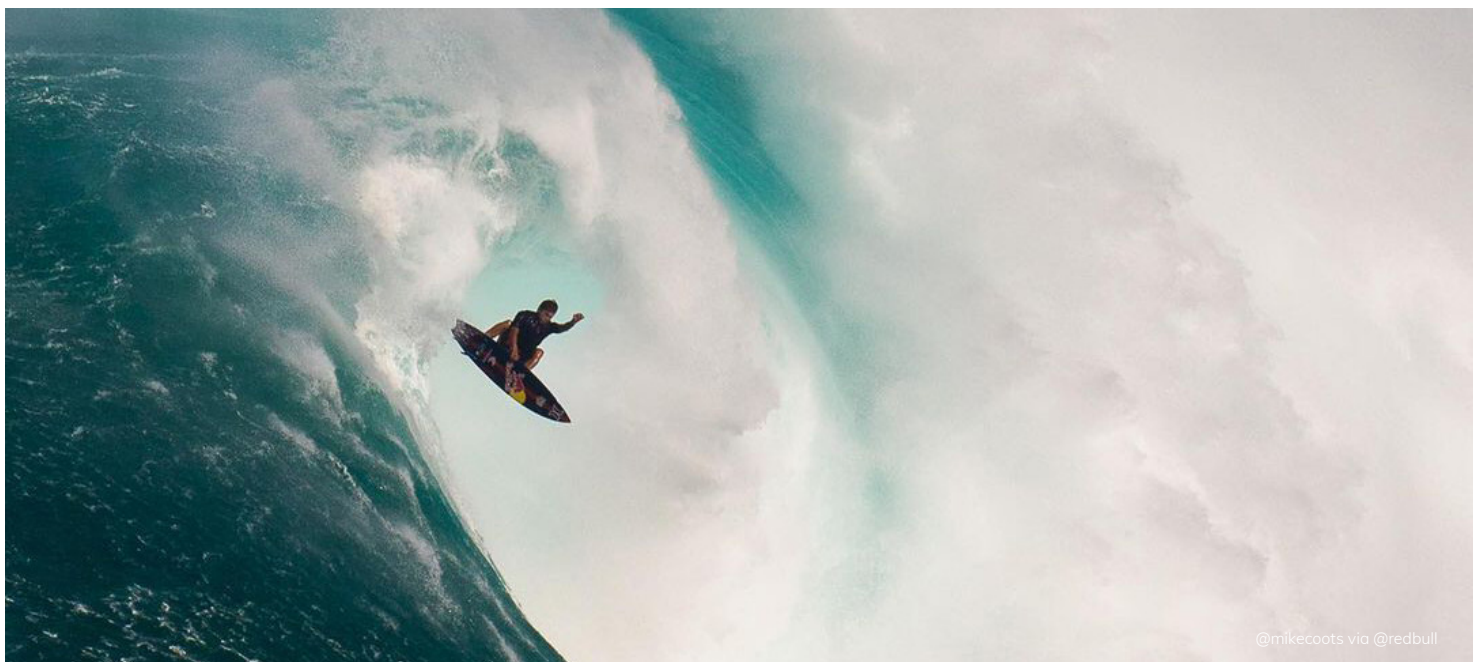
Use your brand's community created content to demonstrate how customers can make your merchandise their own. These shots provide context for products and are often more effective than the professional stock images that brands typically use for email marketing, e-commerce, and paid social advertising. With Dash Hudson's visual intelligence technology, you can quickly see which piece of UGC will

resonate with your unique audience the most before it goes live, effectively streamlining your visual selection process and maximizing your engagement.

2. **Put your best photos where they can drive real ROI.** If you already incorporate UGC from Instagram on your feed and you're ready to level up, try leveraging UGC from Instagram on your website. [On-site Galleries](#) are a great place to repurpose UGC and convert your audience. You can share mini slideshows of photos users have tagged you in, showcasing brand loyalty and building trust among those on your website in the consideration process.

3. **Leverage #hashtags and video content.** Some of the most simple hashtag campaigns have gained brands thousands of pieces of UGC and, in turn, garnered millions of organic reach. Creating a unique brand hashtag makes it fun and easy for users to get involved and generate buzz. Incorporating video UGC not only showcases and inspires brand loyalty but allows future buyers to envision it fitting into their everyday lives.

Redbull understands the powerful connection between UGC and engagement. The CPG brand regularly features users who tag their action-packed content with #givesyouwings. The hashtag has over 433K posts attached to it and some of the top posts have over 1 million views, providing Redbull with a plethora of amazing content in one click.



@mikecoots via @redbull

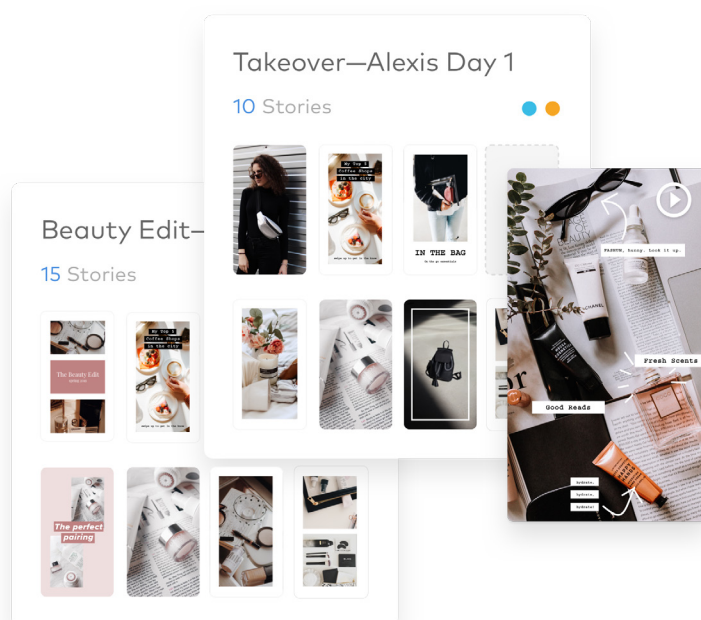




## Prioritize Instagram Stories

With over 500 million users watching Stories daily, the opportunities for brands to convert followers into customers are endless. The swipeable format inspires action from users through the swipe-up functionality that can take your audience directly to your website, creating a conversion gold mine. Here are some tactics to incorporate into your stories strategy to maximize ROI:

1. **Extend your marketing campaigns to Instagram Stories.** Including another visual touchpoint in your multichannel campaign adds an extra impression and additional traffic referrer.
2. **Promote your latest product launch.** Users are only one click away from purchase, making Stories the perfect place to introduce your audience to your latest addition.
3. **Tutorials and product demos.** Consumers want to see how your products work, function, and add value before they make a purchase. For beauty brands, it's an invaluable opportunity to demonstrate how your products work in action. Home brands can show users how different pieces can fit into different spaces.
4. **Q&A sessions and series.** Giving your community access to your brand and the team behind it cultivates a powerful relationship. It's also an effective avenue to offer a sneak peak into your brand's long-term strategy and upcoming launches to keep your audience engaged.



With [Dash Hudson's Instagram Story Insights tool](#), you can dive deep in your performance and understand which campaigns, series, and content styles are keeping your audience engaged and coming back for more. You can view your stories by individual posts or by day, fine-tune time periods to reflect your content calendar, and filter stories by performance to gain insights in seconds.

# Convert Your Instagram Followers Into Customers, Faster

83% of users discover new products on Instagram, and 80% of people said the channel helped them decide whether to buy a product. Never leave your audience wondering where to purchase your products or read your latest piece, take them there in one easy click. With a link-in-bio solution, brands can take users from discovery to purchase in seconds.

The Instagram link-in-bio solution is one that has proven its worth time and time again. Rather than making your audience track down a certain product they've seen in a post, using the hyperlink in your profile as a direct shopping conduit simplifies and optimizes the process. Attaching product links to posts and pairing them with a strong CTA makes the transition to sale seamless.

Dash Hudson's [LikeShop](#) helps brands make Instagram transactions effortless. Make any post shoppable without messy, time-consuming e-commerce integrations. Start driving conversions in less than a minute.

Athleisure e-tailer Carbon38 leverages LikeShop to increase web sessions, sales conversions, average number of purchases, and revenue from Instagram. Since implementing LikeShop, the brand's average number of monthly purchases grew +54% and its revenue growth of Instagram increased by +84%.



## Instagram Powers Purchase Decisions

**83%** of consumers discover new products on Instagram

**80%** of consumers use Instagram to make purchase decisions

Source: LRWTonic



## Carbon38 + LikeShop

**+54%** in average number of monthly purchases

**+83%** revenue growth from Instagram



# Harness the Power of Video Content

Video is on the rise. And for good reason—72% of consumers prefer learning about a product or service through video content compared to static content, while video ads generate a 48% higher conversion rate than static ads on social media. As visual marketing mediums like Instagram Reels debut and channels like TikTok expand, video content has quickly become an essential content pillar for brands across industries. Motion makes it easy for consumers to imagine a product in real life—and the more they can picture it, the more inclined users are to make a purchase. Video effectiveness is even higher on channels like Instagram and Pinterest because the majority of content in the main feed is static.

83% of marketers believe that video is becoming increasingly important to capture attention across marketing channels and 57% say improving their video strategy and engagement are primary tactics for growth in audience and brand equity. Marketers report that video generates greater ROI on social media,

and consumer sentiment toward video is stronger than ever. Video offers a not-to-be-missed opportunity for brands to invest in deeper storytelling and product education to develop an impactful multichannel marketing strategy.

72%

of consumers prefer learning about a product or service through video content

+48%

higher conversion rate for video ads compared to static ads on social media

Source: SocialMediaToday and MarketingDive





# Expand Your Reach with Paid Social

Running paid social ads will undoubtedly help increase sales—as long as it's done correctly. Paid social channels equip brands with the tools they need to increase brand exposure and amplify social ROI.

Marketers have long believed in the “Rule of 7” which says that consumers need to hear or see an advertisement seven times before taking action. Social media advertising makes it easier to put this concept into action, enabling brands to have multiple touchpoints with the same audience.

Real talk—our brains only need 1/10<sup>th</sup> of a second to understand an image, and visuals are responsible for nearly half of your advertising sales. It's critical to get visuals right every time to maximize ROI across paid channels.



1/10<sup>th</sup>

of a second is how long the brain takes to understand an image

1. **Effective visuals power ROI.** Bridge the gap between organic and paid content strategies to establish one source of truth. Your top-performing organic photos and videos will translate into high-performing paid social ads.
2. **Choose the right channel for the message you're trying to relay.** Pinners are often further down the funnel than Instagram users who are often in discovery mode, so it's critical that you craft your content and messaging accordingly. Pinterest demonstrated the effectiveness of paid advertising on its platform, showcasing that Promoted Pins typically earn \$2 in profit for every \$1 spent. And 1 out of 2 Pinterest users have made a purchase after seeing a Promoted Pin.
3. **Target your audience wisely.** Are you choosing the right demographic? Location? Interests? Understanding your organic social audience is a way to discover where you're missing out on key demographics.

# Curate Content That Resonates with Your Unique Audience

Stopping the scroll is paramount when it comes to organic social. Your online audience's tastes and preferences become crystal clear when you get granular with your photo and video performance. Understanding what styles of visuals your followers care about in real time is critical to improving engagement over time and maintaining an engaged community. When you connect the dots, top-performing content is more likely to convert followers to purchase.

Vision is Dash Hudson's [visual intelligence technology](#) that predicts the performance of a photo before it goes live. You read that right—it looks at your pictures and tells you which ones your audience is most likely to engage with the most and the least. This is how leading brands are making data-backed decisions on what to post and maximizing social ROI.



87% of online shoppers say that social media helps them make purchase decisions

75% of consumers say product pictures influence their online purchases

Source: Absolutnet and Weebly

## Turn Your Social Success into E-Commerce Growth

Getting it right on social media equates to cross-channel success. 87% of online shoppers say that social media helps them make purchase decisions and 75% of consumers say product pictures influence their online purchases. The powerful influence visuals have on consumers' purchase decisions is undeniable. And the link between a brand's social media presence and its online revenue is becoming stronger than ever. As more people shop online, brands need to ensure that every visual they put in front of their audience inspires action.

Once you nail down your content strategy on your organic social channels, you can translate that success to your e-commerce platforms. When you understand what types of visuals inspire action with your online audience, you can optimize your photos and videos on your native and third-party digital storefronts for conversions. Additionally, marketers can create a consistent visual story across touchpoints.





## Social Commerce, Perfected.

Consumers value brands that meet them on their channel of choice, and it's a valuable opportunity to move consumers further down the marketing funnel. Implement innovative tactics, invest in new technologies, stay loyal to your brand community to increase conversions across your most important social channels. Here's what should be top of mind to increase sales with social media:

1. **Capitalize on new commerce features.** The debut of new commerce features on platforms like Instagram, Facebook, Pinterest, and TikTok creates invaluable opportunities for brands to create a seamless in-app shopping experience for consumers.
2. **Prioritize personalization.** Photos and videos are core to driving revenue on any marketing channel. Brands must have a pulse on their community's visual preferences to fuel engagement, and ultimately revenue across digital touchpoints.
3. **Leverage community-created content across marketing and e-commerce channels.** UGC has proven to outperform branded content across channels like Instagram and Pinterest—and is a secret weapon for optimizing your e-commerce and paid channels for conversions.

---

To discover how Dash Hudson can help your brand increase sales from social media, [get a demo](#).