

House Beautiful

Building a Social Foundation: House Beautiful's AI-Backed Visual Marketing Strategy

Making a house a home is no easy feat. House Beautiful UK is on a mission to inspire its audience to create a home they love with decorating and design inspiration, trend insight, and easy-to-replicate ideas for every room. In today's digital era, the publisher is focused on expanding its reach beyond the pages of its print magazine, which is why it has made a home on the most visual channel, Instagram.

The Results

40% Average engagement increase in 6 months

36% Follower growth in 6 months



Decor for the Digital Age

The social team at House Beautiful UK measures performance on Instagram based on the most vital metrics—like engagement, follower growth, and Instagram Stories exit rate. With these KPIs in mind, the team is committed to testing innovative tactics on the channel to hone in on what truly resonates with its unique community and to tap into new audiences.

With Dash Social’s visual intelligence technology, Vision, House Beautiful UK is able to understand how images will actually perform with its audience before they go live, and use this intel to refine and optimize its visual marketing strategy and accelerate audience growth on Instagram.

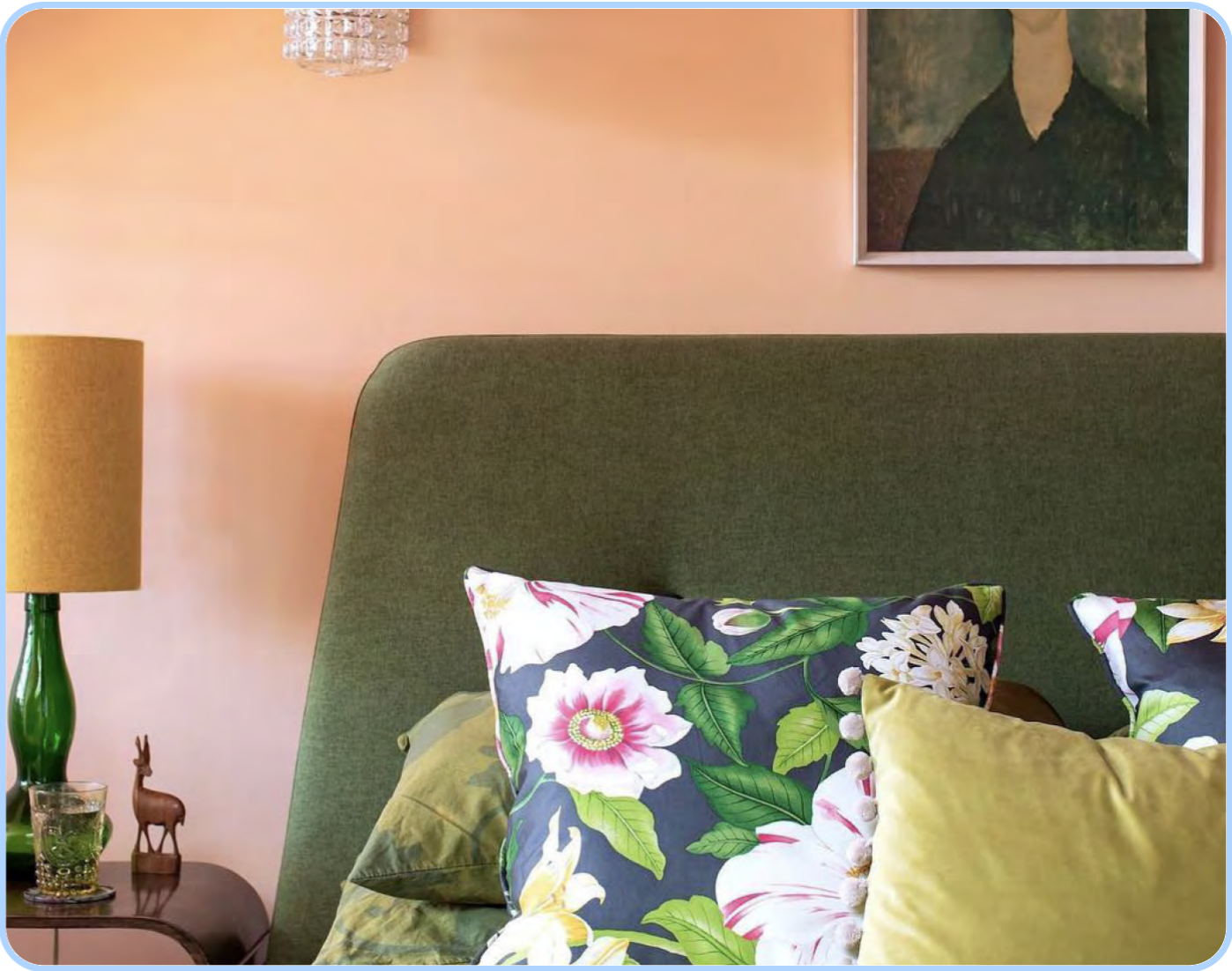
Design + Data Under One Roof

A library full of photos that includes everything from modern rustic kitchens to contemporary open-plan living rooms can be both a blessing and a curse. The team at House Beautiful UK needed a solution to make informed, data-backed creative decisions and drive performance on Instagram. Enter: Vision.

Vision collects and analyzes all of House Beautiful’s owned and earned content, and identifies thousands of visual elements inside each image, like color, composition, and objects. Based on historical performance, Vision then predicts how each image will perform with the publisher’s unique audience before it’s even posted—eliminating the guesswork out of photo selection. With the magic of Vision, House Beautiful discovered that images of front doors, hallways, and cozy spaces resonate most with its consumers. Together, Vision and the House Beautiful team are always learning as the software adapts to the brand’s growing audience’s tastes and preferences, empowering the social team to make data-driven decisions in real-time. As a result, the publisher’s average engagement rate increased by 40% in just six months of using the Dash Social.

“We’ve learnt so much about the content that works well for us, and have seen better engagement as a result! Images of front doors, hallways, and cozy spaces are big wins, so we’ve learned to post more of these, and less of the images that don’t perform with our audience.”

*Olivia Heath,
Digital Editor at House Beautiful UK*



Expansion Expertise

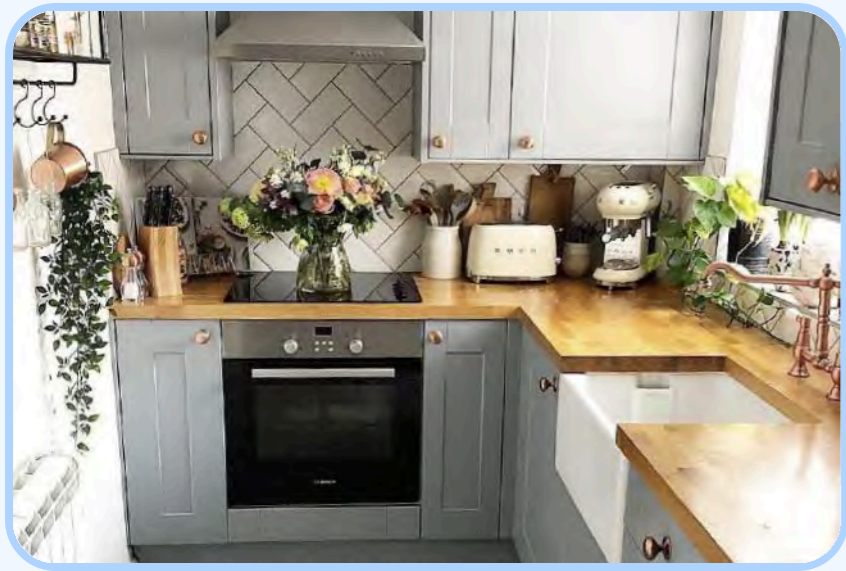
Vision not only helps House Beautiful UK engage and nurture its existing audience, the publisher also leverages the tool to grow its audience on Instagram, and to gain insight into its top competitors and industry leaders. Visual IQ, a competitor analysis tool powered by Vision’s AI technology enables House Beautiful UK to input top competitor handles into the platform, and analyze visual trends within each competitor’s content. Visual IQ then predicts how each competitor’s imagery will perform with House Beautiful UK’s community on Instagram. This means that House Beautiful UK can see if certain types of photos will perform well with its followers—saving valuable time and money on producing new creative. On the flip side, Visual IQ informs the team on which styles of imagery to invest in, and pushes them to test and innovate with new aesthetics and themes.

A Digital Home Tour

Seeing every nook and cranny of quaint cottages, modern houseboats, and characterful listed homes is what every design devotee craves. What better way for House Beautiful UK to serve up the intricate details and behind-the-scenes tours of the best abodes than with Instagram Stories? The social team uses Stories to bring its audience a step closer to their dream homes, and as a medium to share content created by House Beautiful UK’s community.

To inform its approach to the channel and ensure that each story card is curated to their audience’s interests, the social team needed to track and measure its performance on Stories. Enter: Dash Social’s Story Boards.

Dash Social’s content segmentation feature elevates and streamlines House Beautiful’s Stories strategy. Story Boards equips the team with the metrics needed to gain insight into what’s performing with their audience and what’s not. By breaking out their content into distinct pillars, the social team can understand whether stories featuring spectacular house tours or practical home tips and tricks are performing with the House Beautiful UK audience. Metrics such as exit rate, impressions, reach, and swipe ups help the social team to gauge successes and optimize their strategy to increase engagement. This has revolutionized the social team’s approach to Stories, and has pushed them to diversify their content mix to improve story exit rates over time.



House Beautiful UK celebrated its most liked post of all time.

A Complete Social Reno

House Beautiful UK’s feed is a vision of hallway goals, garden envy, and eye-catching exteriors. The publisher has mastered how to stay true to its brand identity and to bring its pages to life—all while crushing its goals on the ‘Gram. With Dash Social, House Beautiful UK refined its social strategy to effectively accelerate audience growth and further engage its community.

“I love using Dash Social—it has completely changed our approach to Instagram and how we interact with our audience. Ultimately, it’s really helping us to increase engagement and build a loyal following.”

*Tatiana Holifield,
Director, Brand Social at Hulu*

[Click here](#) to connect with our team and start optimizing your brand’s visual marketing strategy with the help of Dash Social.

