

KENDRA SCOTT

Beyond Bling: Evolving an Instagram Strategy to Keep Pace with a Changing Brand

It all started with sparkle. Austin-based fine jewelry brand Kendra Scott specializes in crafting unique yet timeless natural gemstone accessories with a focus on quality. The brand's beautiful jewelry creations lend well to the visual world of Instagram, so it's only natural that the social network has become a key marketing channel for the company.

The Results

+62% Follower growth



Taking it Inside

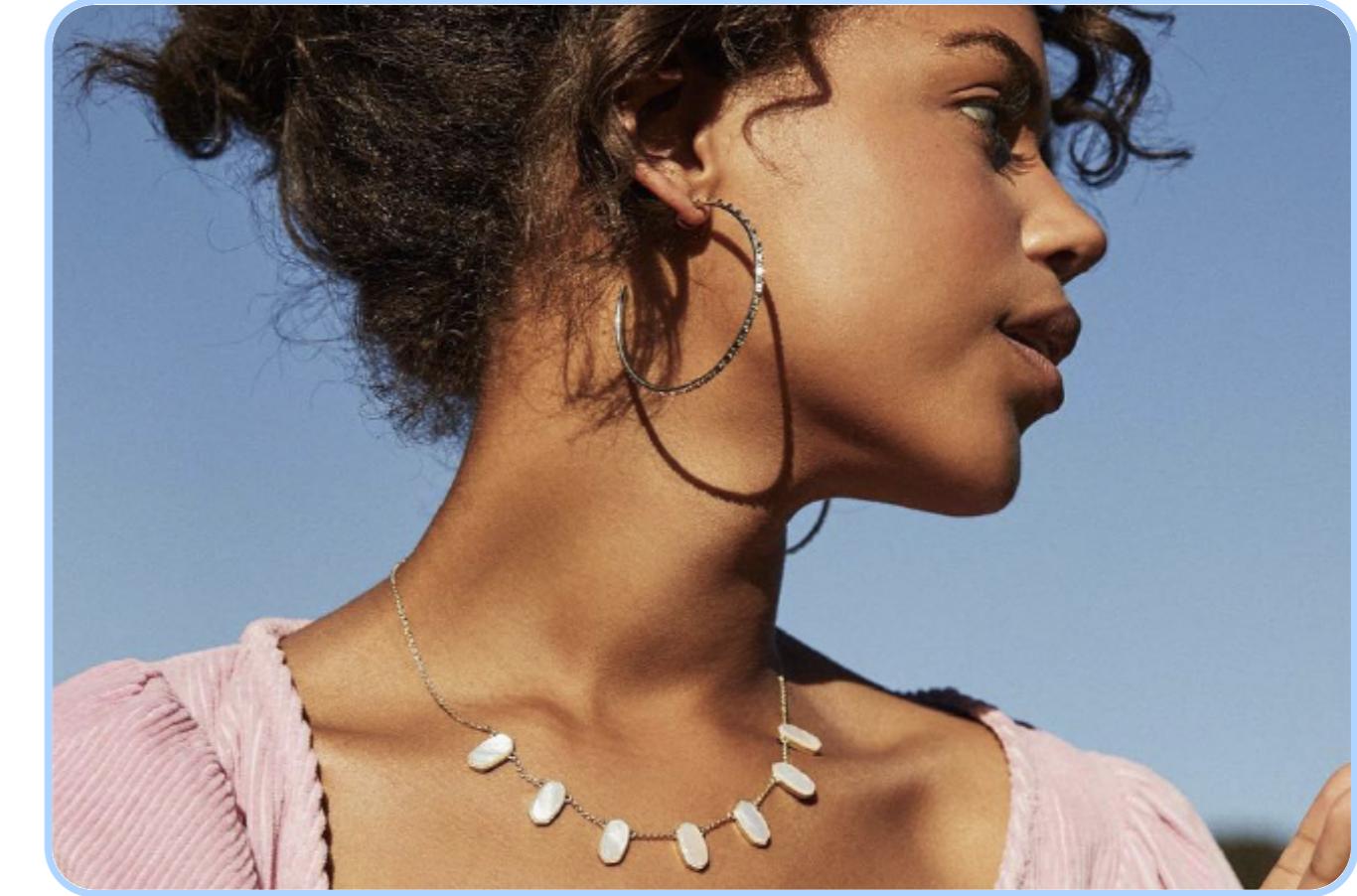
Namesake designer Kendra Scott's creativity doesn't end with jewelry—the brand has also expanded into homewares, creating divinely fragrant candles, minimalist jewelry organizers, and other nesting goodies that add visual interest to any living space. In light of these additions, the social team at Kendra Scott was tasked with introducing more lifestyle-oriented products and messaging to its community on Instagram. The key? Doing so in a way that would still resonate with followers who were accustomed to seeing mostly product laydowns and jewelry-oriented content in the past.

Getting Noticed for All the Right Reasons

To tell a bigger brand story on Instagram in the best way possible, the social team at Kendra Scott looks to Dash Social's Vision technology to inform which styles of content will likely work best for their audience. Vision analyzes thousands of visual cues to discover patterns between engagement and aesthetic elements. As the brand shares more fashion, home, and lifestyle-oriented content with its audience, it's able to see—in real-time—what's performing and what will likely resonate in the future. With this data, the social team at Kendra Scott can refine their strategy and deliver the highest quality of content.

"We look to Vision as a second measure of decision making. We think about our customer as we know them now, and where they will be in the future on a daily basis."

Meg Moody,
Social Media Manager at Kendra Scott



Community that Shines Even More Brightly

By being attentive to its followers' preferences, Kendra Scott has been able to build a strong community on Instagram. It's helped the brand evolve while still staying true to its roots as its audience grows on the channel. Since working with Dash Social, Kendra Scott has experienced 62% follower growth on Instagram. In one place, it's been able to nurture these new brand fans with all of the tools it needs to be successful.

"LikeShop has been a great tool for social commerce, as we can understand which product is driving the most traffic from social media. We can monitor the most purchased products and keep a pulse on click-through rate."

Emilie Beneteau,
Global Digital Influence & Social Media Director