

New Media Magic: Growth and Revenue for Publishers on Instagram



For magazine publishers, Instagram presents a unique storytelling opportunity and a way to connect with readers in a new, immediate format. It's no wonder Instagram has been embraced by traditional print magazine brands. Social has proven itself to be a viable content distribution channel that doubles as a revenue driver. Renowned publishing giant Condé Nast has always been a category leader, and is now reinventing its digital strategy.

Two of Condé's publications, Vanity Fair and GQ, have achieved notable success on Instagram. Both brands have implemented their own strategies while simultaneously embodying Condé Nast's internal social pillars: brand identity, community, consistency, and creativity. The digital team at Condé was searching for a solution to support their Instagram initiatives and turned to Dash Hudson to make social magic happen. Let's dive into how two of their iconic brands, Vanity Fair and GQ, cemented leadership status with the assistance of DH.

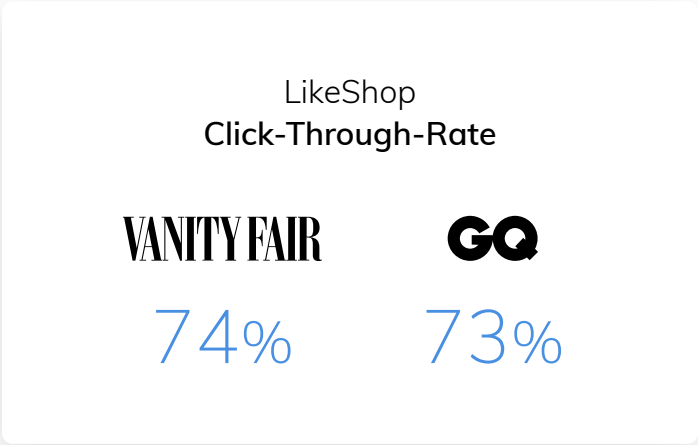
The Traffic Jam

Dash Hudson has been a strategic partner of Condé Nast since January 2016. One of the first opportunities Dash Hudson helped Vanity Fair and GQ to unlock was the ability to drive organic traffic from Instagram to their respective websites. The LikeShop solution allows publications to associate web links with Instagram posts to seamlessly redirect their followers to web content. Paired with a strong call-to-action in the caption,

LikeShop streamlines the user experience. While many retail brands use this functionality to direct followers to product pages, Vanity Fair and GQ cleverly connect their audiences to articles, photo galleries, and videos, propelling web traffic and providing additional value to their audience.

“Instagram is a gateway to style and lifestyle readers who are our highest value readers in terms of time spent on the site and pages and stories consumed per visit. LikeShop performs really strongly for GQ.

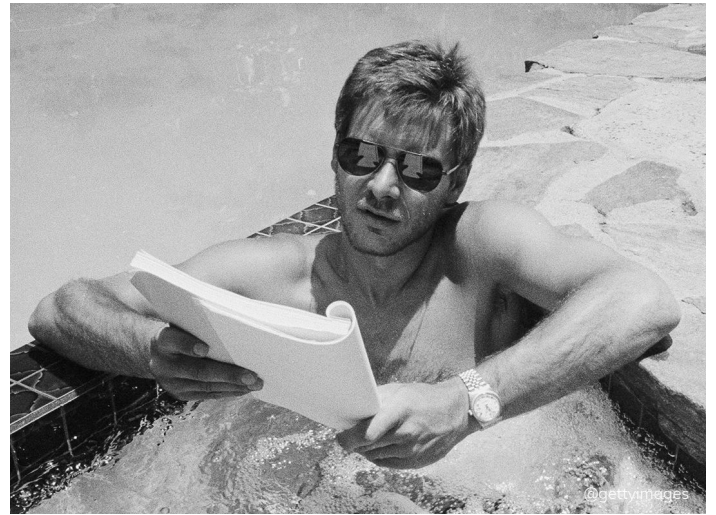
Mike Hofman,
Director of Digital at GQ



LikeShop also provides publishers with the opportunity to expand their branded content offering. A partnership with a Condé Nast magazine delivers more than just exposure, as an Instagram placement affords brands the opportunity to convert engaged audiences to product pages to drive sales. For example, GQ teamed up with Timex to do a sponsored post promoting the watch company's newest design. The image outperformed in terms of engagement, and also drove sales for the watch.

“**Dash Hudson's LikeShop feature creates a new opportunity for us as we move more ambitiously into the commerce space.**

Mike Hofman,
Director of Digital at GQ



A Data-Driven Approach

Another way publications can provide value to their audiences on Instagram is by delivering quality content that resonates. But it's not always apparent from a bird's eye view which types of photos and videos are causing followers to engage. This is where Dash Hudson's content segmentation solution, Boards, comes into play. Vanity Fair leverages this feature to group its owned content into boards to instantly measure performance. Comparing the engagement of different content categories provides Vanity Fair's team with insights, helping them refine their content strategy to post more of what works, and less of what underperforms. Vanity Fair also uses this function to measure the average engagement rate and total reach of content related to its tentpole events such as the Oscars. This data saves the social teams valuable time, and enables them to quickly turn around reporting on the success of their activations.

“**My favorite feature in Dash Hudson is Boards. It provides us with analytics to move from gut instincts to knowing exactly what followers like and what the best way to optimize delivering that content is. I think it's amazing to see the solid numbers of how people actually engage with different categories of content.**

Jeffrey Tousey,
Social Media Director at Vanity Fair

GQ also uses Boards to inform strategy, as well as to assess the performance of native content. This helps the digital team ensure that sponsored posts are on-brand and resonating with the GQ audience. Thanks to maintaining authenticity with branded posts, they consistently perform strongly on the publication's feed.



@poolakudacki

Reaching Higher

As internationally recognized brands, Vanity Fair and GQ attain substantial organic reach from user-generated content (UGC) and brand affiliates. However, keeping track of all of this content and measuring its impact is time consuming. Dash Hudson surfaces all UGC from photo tags, caption mentions, hashtags, and geotags to provide reach data, making it easy to see the best photos and videos from those sources. This is especially helpful for Vanity Fair when measuring the earned impact of events, as it gives the team a comprehensive picture of its performance.

Dash Hudson’s proprietary Relationship IQ functionality allows Vanity Fair and GQ to see how their earned reach contributes to real audience growth. They can monitor any account on Instagram to gain insight into how it performs overall and per post. This is

beneficial when needing to peek into the activity of an influencer, celebrity, or brand partner. Each time an account posts about Vanity Fair or GQ, the teams are able to see data on how many new followers the photo or video added to their audience. This helps the teams make informed decisions about who to collaborate with, as well as to measure the success of those partnerships.

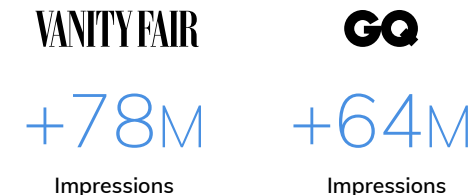
“Dash Hudson is really helpful for figuring out which influencers in your space are truly influential and able to move the needle.

Mike Hofman,
Director of Digital at GQ

Average Monthly Engagements on Instagram



Average Monthly Organic Reach from Instagram



Publishing Prowess

The incredible teams at Vanity Fair and GQ have combined their social acumen with Dash Hudson to enable their Instagram presences to thrive. Focusing on creating content that audiences care about ensures the publications' endurance in the digital age. The results of this strategic foresight has meant growth, more engaged audiences, increased site traffic, as well as new revenue and partnership opportunities for all Condé Nast brands, including Vanity Fair and GQ. The focus on data, content strategy and innovation at Condé Nast has helped propel it forward, and to maintain its position as a luminary in the industry.

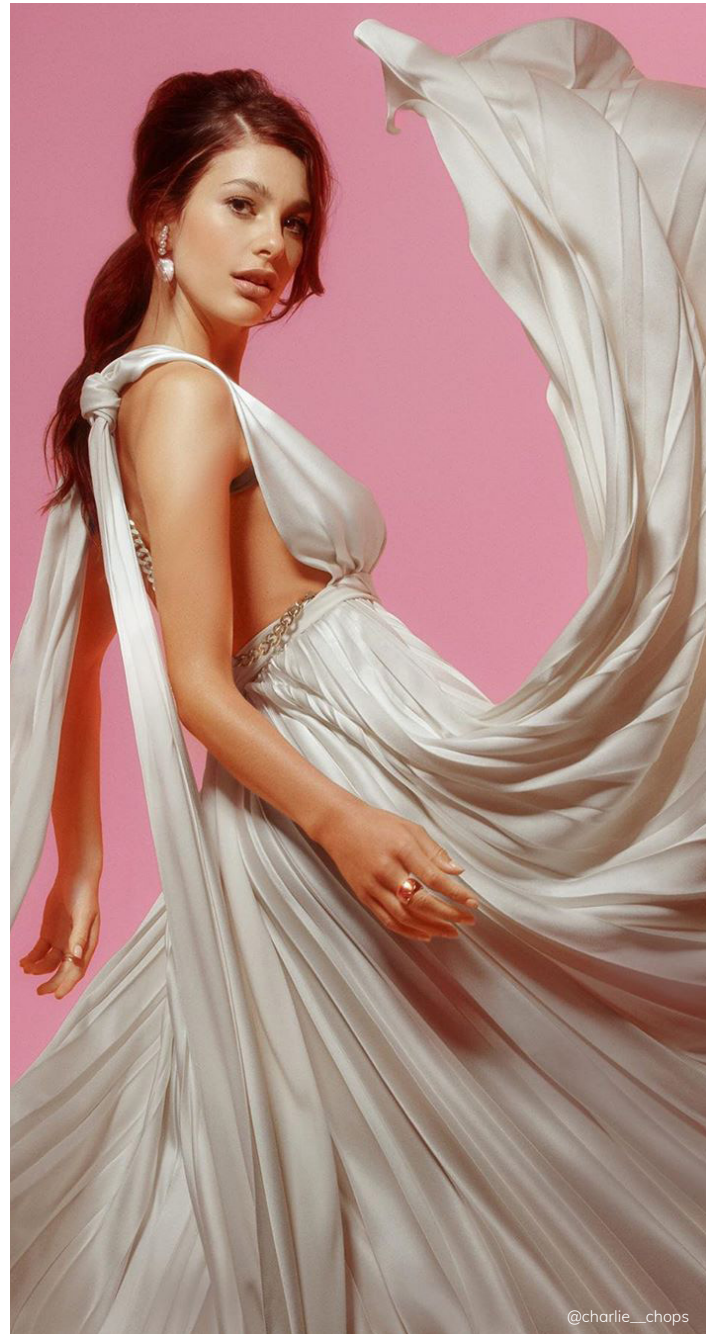
Year-Over-Year Instagram Audience Growth

VANITY FAIR

+70%

GQ

+40%



“Dash Hudson helped us to understand the why behind our editorial success on Instagram, which is critical to our success with branded content. It's also helped us to take more risks as we can easily set and measure against KPIs. We've increased our daily posting cadence, experimented with UGC, introduced new content categories and launched new brand extensions. We've also been able to get smarter about how we think about a truly integrated strategy that leverages our brands' strongest visual assets: from print, to digital, to social.

Rochelle Stewart,
Director of Digital and Social Strategy at Condé Nast