

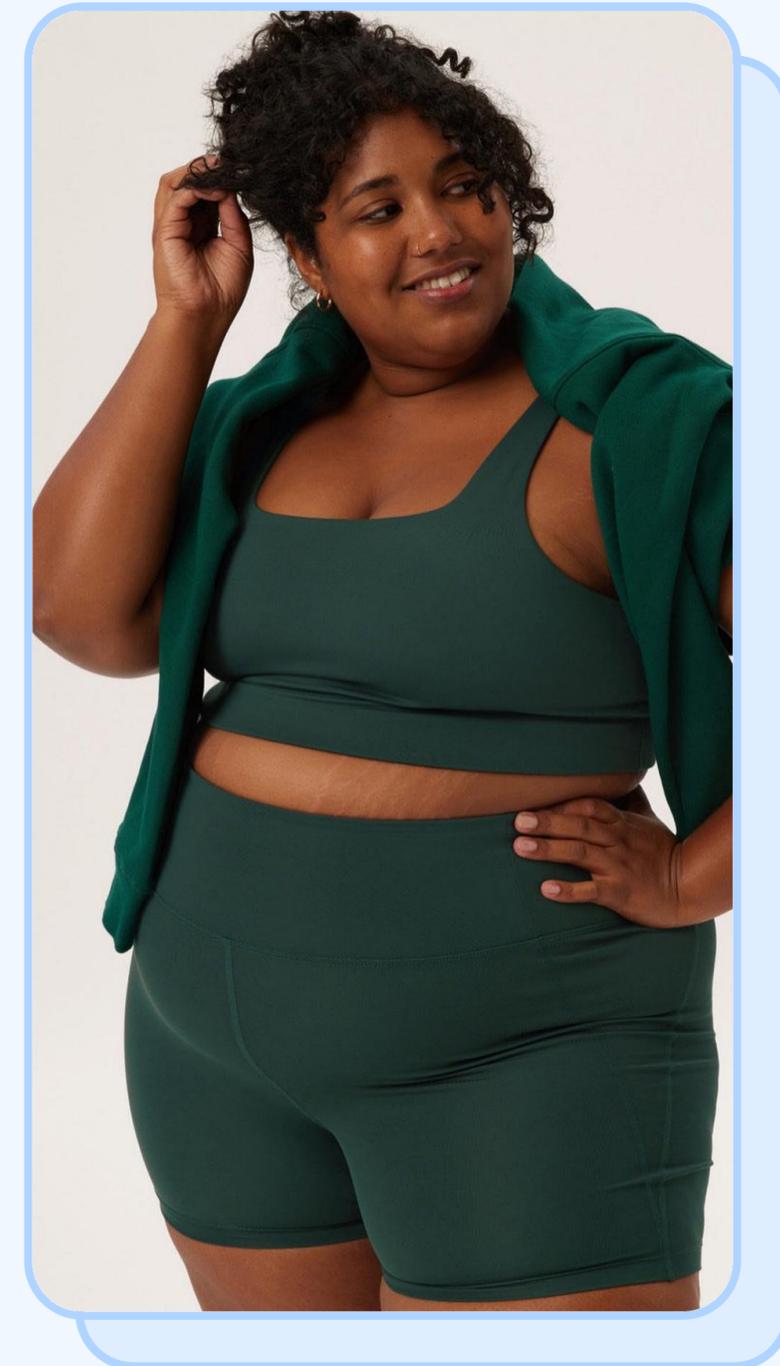
girlfriend
collective

How Dash Social Helps Girlfriend Collective Accelerate Audience Growth

Girlfriend Collective distinguishes itself from other athleisure brands with its focus on eco-friendly products. Social media is essential for getting the word out about its environmentally-conscious ethos. However, all athleisure brands are present on the same channels, and entering the highly competitive market is no easy feat. This poses several challenges for the brand: how can it scale its growth on fiercely competitive social channels? And how can it position itself apart from its competitors, while also staying agile to market forces?

Discover how Girlfriend Collective accelerated its social media growth without straying from its core values, while leveraging Dash Social software to:

- Optimize content from its engaged community to grow its customer base
- Track and analyze competitor trends to inspire content that stands out from the rest
- Streamline its reporting and create an innovative, cross-functional framework for product positioning



Proving the Power of Community

- User-generated content (UGC) outperforms hi-fi influencer content
- UGC engagement is +34% higher than the brand's average engagement rate

Girlfriend Collective's bottom line is to create for the greater good. The brand understands that its audience values authenticity, and prioritizes UGC from its highly engaged community over influencer partnerships. Using Dash Social's visual intelligence technology Vision, the team is able to predict which UGC will resonate most with its community. The AI technology uses computer vision to determine which posts audiences are most likely to engage with, based on visual cues from the brand's past top-performing content. With Vision in its toolkit, Girlfriend Collective earns 34% higher engagement on its UGC than typical posts. As Girlfriend Collective's audience grows and trends change, Vision will continue to evolve to provide up-to-date UGC recommendations and brand-specific audience insights. This invaluable intel guides the brand's creative direction, and assists in the planning process for creator collaborations, campaigns, and product launches.

"Dash Social has been the only software that is thorough, and really shows both visually and analytically what works and what doesn't."

Aria Dimalanta,
Social Media Manager at Girlfriend Collective

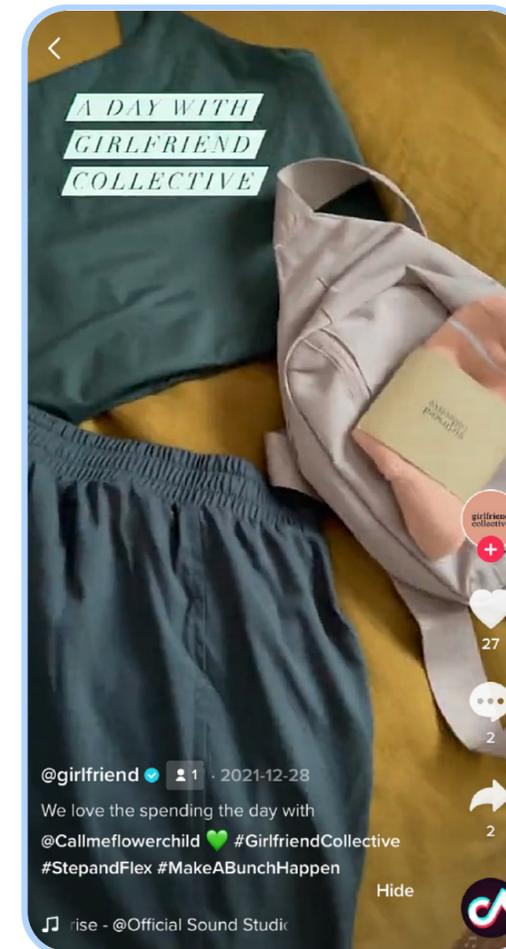
Real Data, Real Results

To accomplish its lofty follower growth objectives, Girlfriend Collective needs to be strategic with actionable consumer insights. With Dash Social's content segmentation technology, the brand dove into the data to understand the aesthetic preferences of its customers. With Dash Social insights, the team focused on its content pillars that performed best with its customers, helping the brand grow its Instagram following by an impressive +75% in 2021.

+75% Increase in net new followers in 2021

+119% Average engagement rate for flatlay visuals compared to studio shots

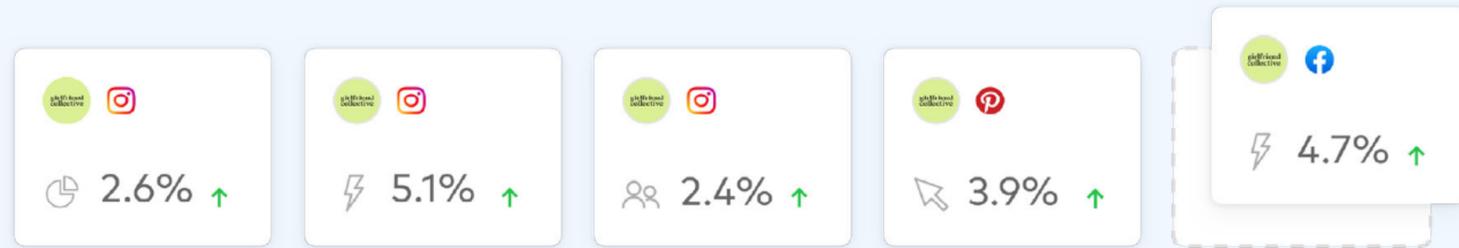
Girlfriend Collective is preparing to ramp up video content production and invest in dynamic channels like Instagram Reels and TikTok to align with shifting audience preferences and emerging trends in the athleisure sector. The powerful growth opportunities short-form video has to offer are pushing the brand to extend its content creation in exciting new directions, and insights provided by Dash Social will be critical to measuring the success of these new initiatives.



[@Callmeflowerchild via @girlfriend](#)



[@thelanguageofyolande via @girlfriend](#)



Agility in the Athleisure Sector

Dash Social’s Visual IQ provides a birds-eye view of the competitive landscape and emerging trends to ensure Girlfriend Collective is always optimizing its brand positioning. Insights that are real-time and actionable are key to building a successful brand, and Dash Social’s intuitive reporting tools save Girlfriend Collective half the time reporting that it used to take. With the help of Dashboards, the team can immediately compare month-over-month performance from one central hub, and the social team no longer has to outsource its performance analysis to its data team. Streamlined collaboration throughout the company allows Girlfriend Collective to stay agile in the athleisure market, and Dash Social’s AI-driven reporting enables the brand’s cross-functional teams to optimize every visual touchpoint, from paid campaigns to e-commerce channels. As a result, the brand has set top-performing lo-fi, community-created content at the forefront of its paid campaigns and e-commerce channels, in order to reach customers with visuals they are proven to love most.

“Prior to Dash Social, monthly reporting required double the time. We used Excel to track performance manually and outsourced a lot of the analytics to our in-house data team. Now that we can access all of our data in one place, we can understand where we stand against our KPIs in real-time.”

*Aria Dimalanta,
Social Media Manager at Girlfriend Collective*

Learn more about how to optimize your product positioning using visual intelligence technology. Dash Social’s suite of tools enable your brand to monitor, analyze, organize, and schedule across social channels.

[Get a Demo](#)