

ALOHA

Hello ROI: ALOHA's Recipe for Engagement and Growth on Instagram

As an up-and-coming food brand, it can be challenging to stand out in such a saturated space. Everywhere you look on social there are drippy ice cream shots and mouthwatering tablescapes to appeal to the senses and to collect double taps. ALOHA needed a way to crack the engagement code and entice followers to the company's unique offering in a way that would be true to the brand's DNA.

The Results

+13% Increase in engagement



Happy Go Healthy

Say hello to plant-based protein bars and powders that actually taste good. It's modern food brand ALOHA's mission to create products that are clean, healthy, organic, and sustainable—the best part? They're thoroughly enjoyable, too. On Instagram, ALOHA's content provides real-life inspiration for not only clean eating, but also healthy living by emphasizing the importance of slowing down, thoughtful experiences, and eating real, better food to promote well-being and happiness.

"Finding a place where we fit in with specific food trends, in a way that still differentiates ALOHA in such a saturated space, is key."

Taylor Cronk,
Social Media Manager at ALOHA

A Visual Recipe

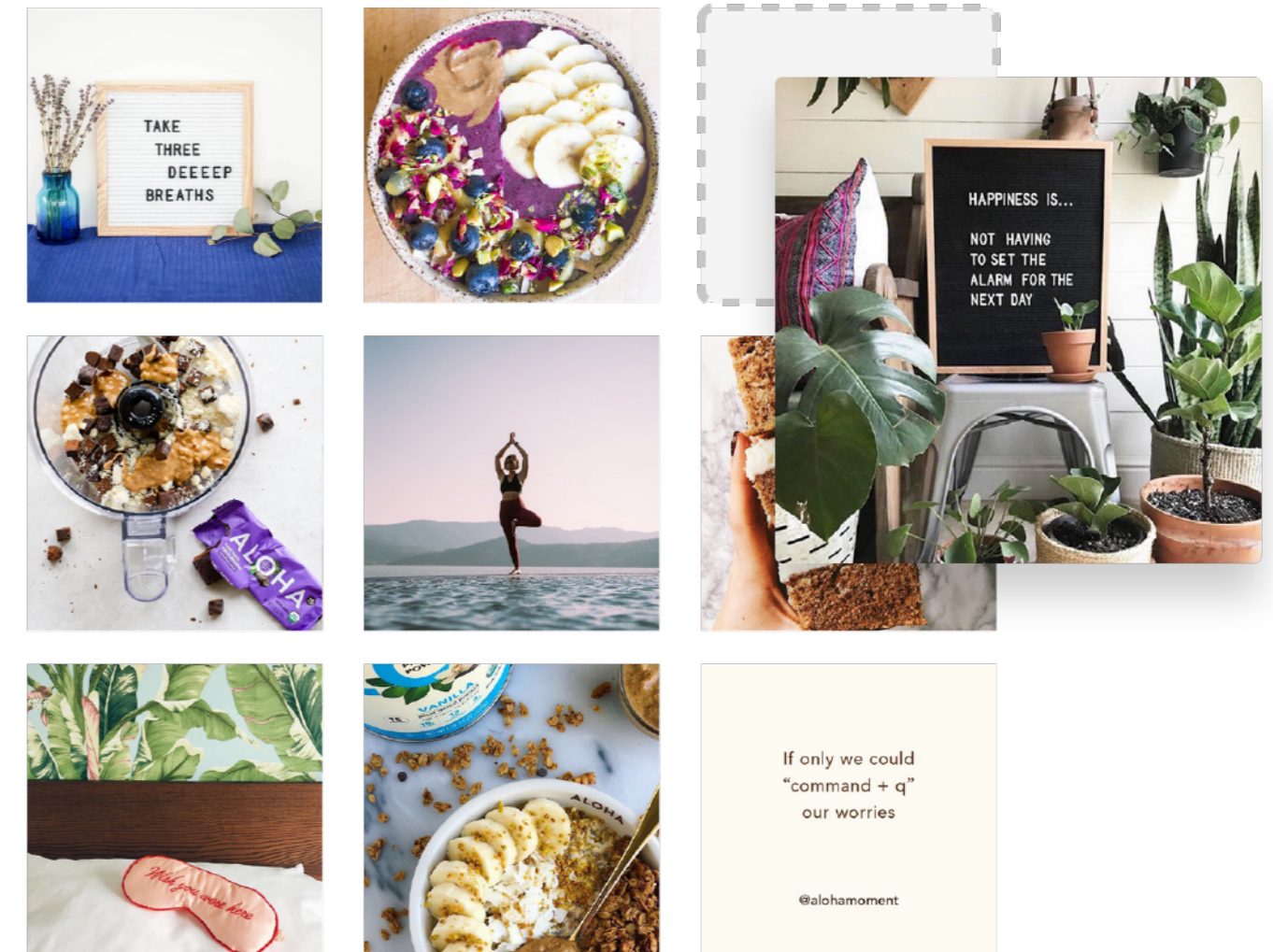
ALOHA was able to refine its content recipe for success by digging into the performance of the brand's photos and videos on Instagram. On a monthly basis, the social team at ALOHA uses Dash Social Boards to analyze what's working on the channel. The team groups creative assets into categories like recipes, product education, images that inspire and empower, and messaging surrounding anti-busy culture—a sentiment that is core to ALOHA's ethos. From here, the brand looks at metrics to gauge which styles of content and messaging are resonating with its audience, and what's missing the mark.

By understanding the visual themes that are relevant to its unique audience, ALOHA strengthened its social strategy and grew its engagement rate on Instagram by 13% in its first year with Dash Social.

"Through the tools in Dash Social, our team at ALOHA has been able to identify that content with a focus on anti-busy culture and the authenticity behind the company and products resonate the most with our followers. From these learnings, we've been able to better develop our strategy to deliver content that not only stays true to the brand and products, but also better connects with our community on Instagram."

Taylor Cronk,
Social Media Manager at ALOHA

+82% engagement



Calling All Smoothie Lovers

ALOHA's focus on putting its community's needs first also extends into how the brand interacts with its audience on a daily basis. The social team is hyper-responsive to fans interacting with the business on Instagram, fostering genuine connections and promoting two-way conversations on the channel.

In the Dash Social platform, ALOHA can reply directly to comments through the Community Manager feature, while the team discovers fan photo brand tags and caption mentions in the Organic Reach tool. This makes identifying top photos and scheduling them for regramming seamless, further spreading love within its community.

"ALOHA never ignores a message or tagged post. Our customers breathe life into the brand, and ALOHA uses Instagram as a means to connect one-on-one with followers by answering questions and having open discussions. Additionally, by reposting content from our audience both in-feed and on Stories, ALOHA rewards and recognizes its community while creating a space for its fans to share their own health and wellness journeys."

*Taylor Cronk,
Social Media Manager at ALOHA*

Gimme the Goods

ALOHA also creates value for its audience by making it easier for them to take action on Instagram through Dash Social's LikeShop solution. Whenever the social team wants to take the consumer journey further, they simply direct followers to tap the link-in-bio to view web content or shop the flavoured protein bars or powders online.

"As a food brand, it just makes sense to be driving to sales conversions online. When we tried Instagram Shopping, the call-out of a shopping bag on a picture of a smoothie bowl just didn't resonate with our audience. We actually decided to switch back to LikeShop, and now see strong click-throughs on blog posts and recipes!"

*Tatiana Holifield,
Director, Brand Social at Hulu*

Nature and Nurture

Nourishment is what ALOHA knows best—and when it comes to fueling its community on Instagram, the food brand's approach is no different. Thanks to a consistent output of relevant, engaging content, an open line of communication with followers, and a seamless omnichannel experience, ALOHA has found its ideal Insta formula.

"ALOHA's experience using Dash Social has been great! DH is extremely transparent and accessible as a partner by helping the brand adapt to new updates and features on the platform. Dash Social's features have helped ALOHA grow its community on Instagram and reach new followers every day."

*Tatiana Holifield,
Director, Brand Social at Hulu*

Dash Social's suite of tools will help you to monitor, analyze, organize, and schedule content across your social channels in order to grow your engagement. [Request a demo today.](#)