

# ba&sh

## Social Commerce Redefined: How ba&sh Drove Instagram Growth by Leaning into Its Community

ba&sh established itself as an essential premium brand in record time. Barbara Boccara and Sharon Krief, two ambitious female entrepreneurs and friends, created ba&sh in 2003 together as a way of bringing their dream wardrobe to life with an optimistic femininity. With its singular and joyful vision of the unique French character, ba&sh has made its signature style available to over 292 retail outlets in more than 15 countries. With its rapid growth and a total multichannel approach, ba&sh is always at the forefront both in its designs and its responsible innovations. Historically, the fashion and luxury industries have maintained an aspirational vantage point from consumers. As modern shoppers seek more meaningful connections online, and the rapid shift to digital retailing accelerates, ba&sh is confronted with a new set of challenges. First, how can ba&sh bridge the gap between the arm's length of the fashion industry and Instagram's sense of community? Second, how can the brand maintain its elevated brand positioning, while leaning into more personal conversations to achieve social media growth?

### Learn how the ba&sh team turns to Dash Social to:

- Glean insights to make data-driven decisions that fuel its global strategy
- Build and keep community at the heart of all digital interactions with Relationships
- Fuel social commerce growth and achieve a +26% CTR with LikeShop



## Using Data to Drive Digital Strategy

Growing a global audience is no easy feat. With a community that transcends borders, ba&sh knows that keeping a pulse on key Instagram metrics such as follower growth, engagement rate, and reach, is crucial to developing a deeper understanding of its audience. The team uses Dash Social Insights to drive its strategy. The brand can segment content and gain understanding into which content pillars resonate most with global audiences. This knowledge helps ba&sh make data-driven decisions, eliminating the guesswork, and leading to +216% growth on social media since using Dash Social.

## Building a Solid Community Foundation

With community at the heart of ba&sh's strategy, influencers, user-generated content, and starting conversations are key components in everything the brand does online. Dash Social's Relationships solution helps the luxury brand discover authentic brand fans, source top performing user-generated content (UGC), and measure the ROI from its influencer partnerships in a way that they were never able to before using Earned Media Value (EMV), a proprietary Dash Social metric that quantifies the dollar value of partnerships.

As a community-led brand, ba&sh understands the importance of incorporating its audience into its content strategy. The brand turns to Dash Social to discover new influencers, and to leverage top-performing UGC directly in the platform. With Dash Social, the team is able to measure its community KPIs such as the EMV of its partnerships, and the amount of weekly organic reach received from user-generated content.

*"The Relationships solution was one of the main reasons we signed up with Dash Social. No one else was able to provide as many metrics as we needed when it came to sourcing user-generated content, selecting new influencer partnerships and measuring the return."*

*Emilie Beneteau,  
Global Digital Influence & Social Media Director*

## Marrying Content and Commerce

Today's top luxury and fashion brands are connecting community, content, and commerce to create a seamless digital experience. ba&sh uses Dash Social's link-in-bio tool, LikeShop, to build its community while also driving revenue on social media. LikeShop allows the brand to curate a unique branded experience for its followers, ultimately driving conversions and e-commerce sales. LikeShop is measurable, allowing the brand to understand which products are the biggest sales drivers from social. ba&sh closely monitors its LikeShop performance, optimizing click-throughs where it needs to, and has found success with a click-through rate +26% higher than other luxury brands. Dash Social's platform is invaluable to the brand's global marketing and social e-commerce strategies.

"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."

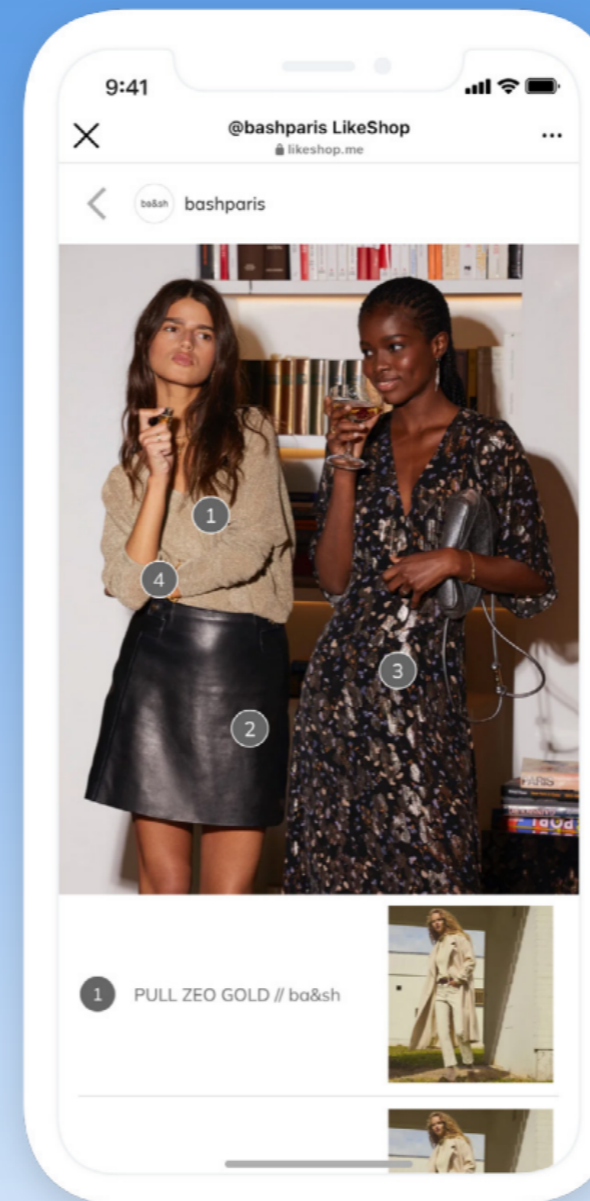
Emilie Beneteau,  
Global Digital Influence & Social Media Director

**+226%** Growth on social media using Dash Social

**+26%** Higher CTR than the luxury industry average

**4.9M** Average weekly organic reach

**193K** in average monthly Earned Media Value



**+26%**

Higher CTR than the luxury industry average



Amplify your global community and drive Instagram growth with Dash Social's suite of tools to monitor, analyze, organize, and schedule across social channels.

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