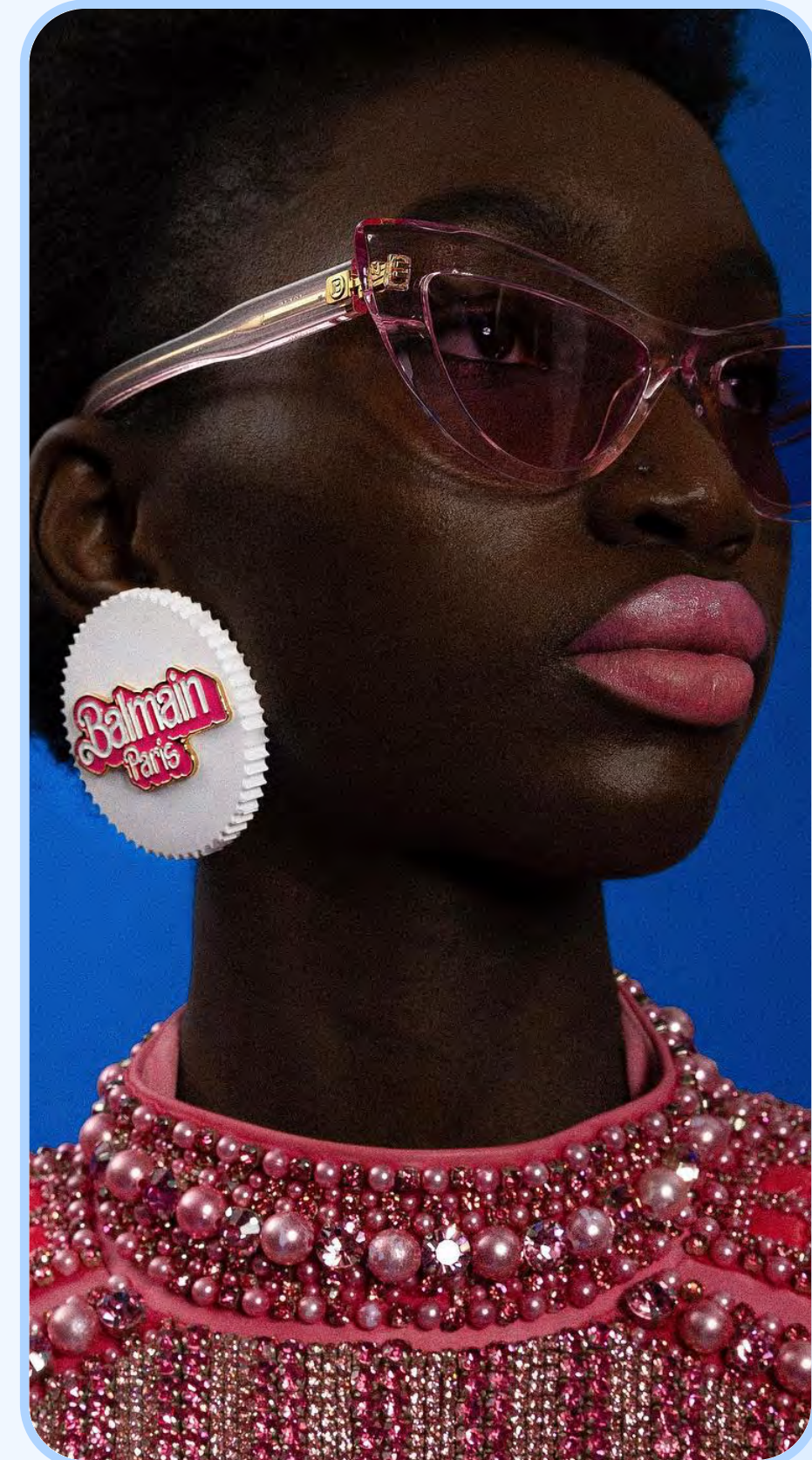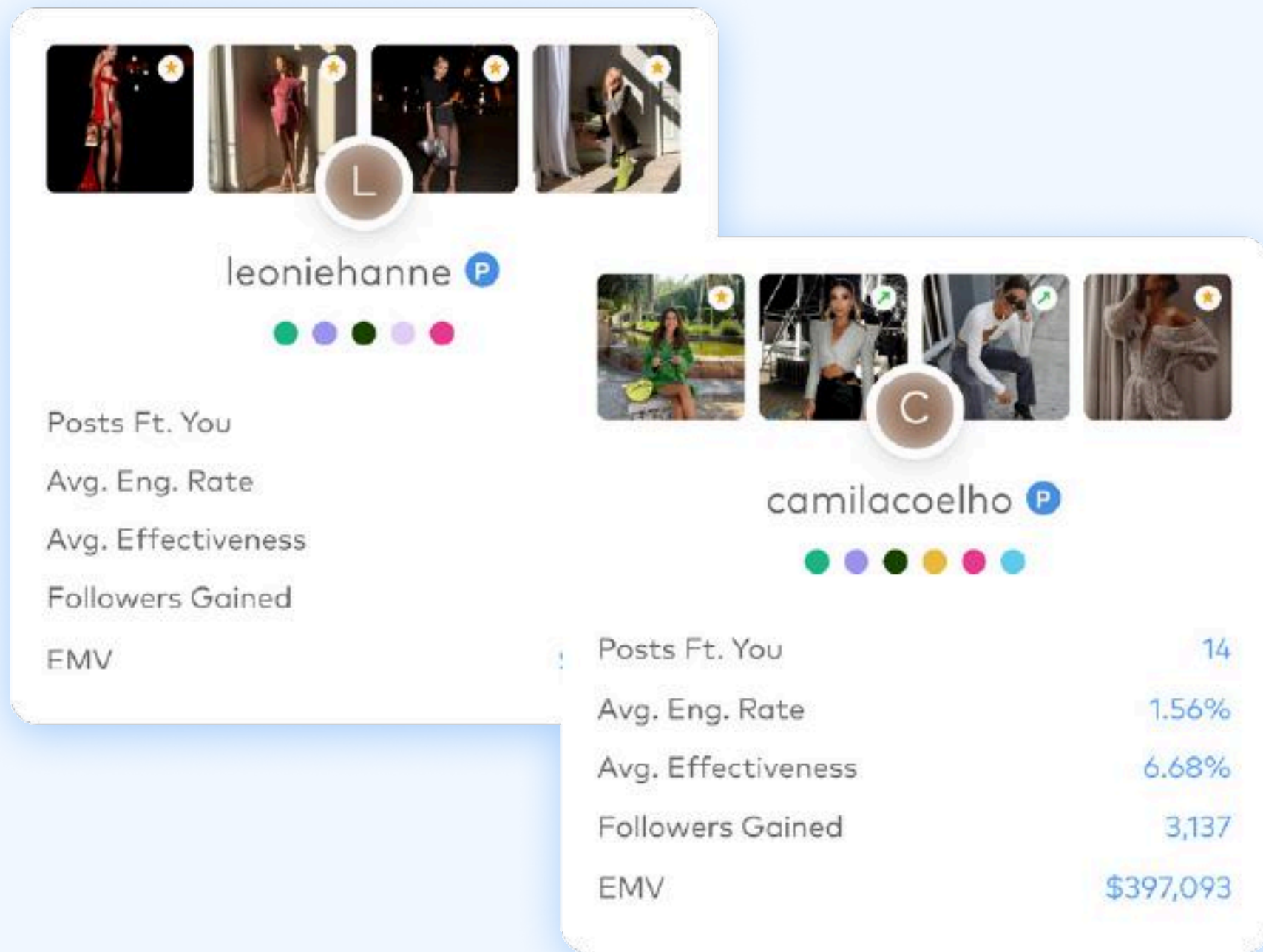# BALMAIN

PARIS

Reimagining Social Strategy: Balmain Leads the Way with Entertaining Luxury Marketing

Simply put, Balmain's social media strategy is entertainment. The revolutionary Parisian brand ushered in a new era of fashion since the mid-century, and it continues to raise the bar for luxury brands as a creative pioneer. Balmain captivates audiences with a strategy built for the era of social entertainment, understanding what it takes to drive engagement in the next generation of social media, where targeted advertising is on the decline and captivating audiences with quality content reigns supreme. After two years of success and the goal of continuous growth in focus, Balmain still faces challenges in this evolving landscape. How can it utilize data to connect its social community and campaign activations to drive growth? How can Balmain ensure content is entertaining, while staying true to its brand DNA?

Discover how the innovative team at Balmain uses Dash Social software to:

· Effortlessly track deep social insights to build successful entertainment strategies

· Analyze the effectiveness and ROI of creator relationships

· Access critical metrics efficiently to make data-driven decisions about photo and video content

○ DASH SOCIAL

leoniehanne (P)

Posts Ft. You
Avg. Eng. Rate
Avg. Effectiveness
Followers Gained
EMV

camilacoelho (P)

Posts Ft. You	14
Avg. Eng. Rate	1.56%
Avg. Effectiveness	6.68%
Followers Gained	3,137
EMV	$397,093

+195%

**increase in UGC reach in Balmain's
first year using Dash Social**

A Creator-Driven Entertainment Strategy

Balmain has traditionally approached its content from a fashion editorial perspective. Creating organic content that is digitalfirst, accessible to new audiences, and aligns with the brand's heritage presents a significant opportunity. Using Vision, Dash Social's ever-learning AI technology that collects and predicts the performance of a brand's owned and earned visuals, Balmain tracks what creative is and isn't performing and entertaining audiences in real-time. The marketing team organizes usergenerated content into different segments to identify trends, which empowers the brand to create entertaining content that stays true to its editorial perspective, while also being more relatable to its audience.
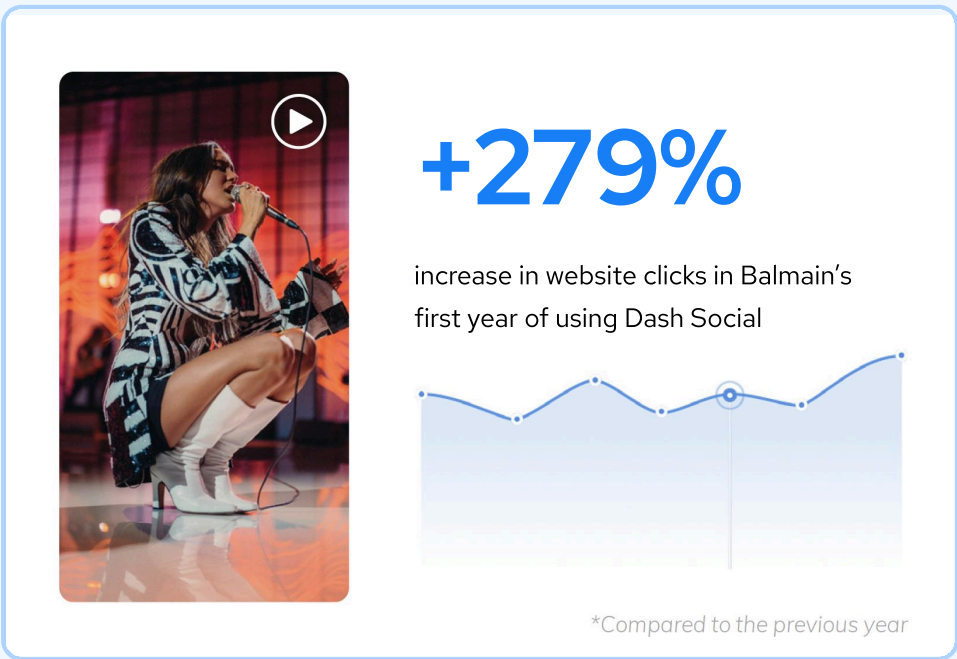
> *"Vision allows us to not only analyze what types of creative work the best for us, but also see how other brands are competing for our audience's attention. It's very unique and helps Balmain learn about audience growth."*
>
> *Rhyan Clemenz,*
> *Social Media and Influence Manager at Balmain*

To extend the brand's reach and grow, Balmain taps into its community of influencers and creators. While this approach is effective to grow brand awareness, Balmain takes it a step further by partnering with creators who embody its values of inclusivity in addition to driving business results. Balmain uses Dash Social's Relationships solution to closely monitor its influencer program, a crucial strategic step as the brand develops its content and community to reflect its inclusive values. Dash Social's Earned Media Value (EMV) metric helps Balmain make creator marketing decisions that are backed by data, and linked to follower growth and revenue.

DASH SOCIAL

A Holistic Dashboard for Sophisticated Marketers

The days of brands focusing solely on likes and views as the only method of evaluating performance are over. Balmain understands the importance of building a community that engages with its brand in more meaningful ways, particularly as it builds a social presence that acts as a hub for culture, entertainment, and video. To reflect these goals, Balmain places an emphasis on comments and saves as key measures of success —a novel approach for a luxury brand. Dash Social's Dashboard feature provides an overall picture of the brand's social performance, as well as delivers customizable collections of cross-channel reports to help interpret which social experiences are driving growth. These insights have helped Balmain drive a +358% increase in saves, indicating that the brand's data-lead content strategy truly strikes a chord with its audience, and motivates them to revisit videos again.

+279%

increase in website clicks in Balmain's first year of using Dash Social

*Compared to the previous year

"We love how Dash Social handles data. It allows us to drill down and explore crucial metrics seamlessly, as well as create reports that we can share with other teams and internal stakeholders."

Jeremy Macé,
Head of Digital Marketing at Balmain

+74%

in organic comments

*In September 2021, compared to the previous month

+358%

increase in saves

*In September 2021, compared to the previous month

+336%

higher average effectiveness rate than the luxury industry average

DASH SOCIAL

Making Social Entertainment The Priority

For brands that are willing to innovate and break boundaries, social entertainment is quickly becoming a defining digital strategy. Balmain is leading this shift in the luxury sector. Its entertainment-first approach is evident in the way the team uses multiple content channels to engage audiences, including podcasts, Netflix collaborations, comic books, and festivals. The brand uses Dash Social's granular insights to measure the lift from its entertainment strategy. The current era of social is defined by experimentation, and armed with Dash Hudon's insights, Balmain is able to find the right balance between luxury and authenticity, to create content that performs. Over the course of the brand's first year using Dash Social's link in bio solution LikeShop, Balmain's content drove a +279% increase in website click-throughs, demonstrating the importance of pairing strong CTAs with resonant content, and providing a seamless user experience from social to site. As the brand continues to grow, and push boundaries across social channels, it will be able to attribute its campaigns to success metrics using Dash Social.

"Entertainment is our strategy. The team was formed because our CMO wanted to hire from the entertainment industry, and not just from the fashion industry. This helps us create content that will speak to our audience today and in the future."

Jeremy Macé,
Head of Digital Marketing at Balmain

With Dash Social's suite of tools, you can use actionable insights to hone your social entertainment strategy across channels.

Get a Demo