

the original  
beautyblender

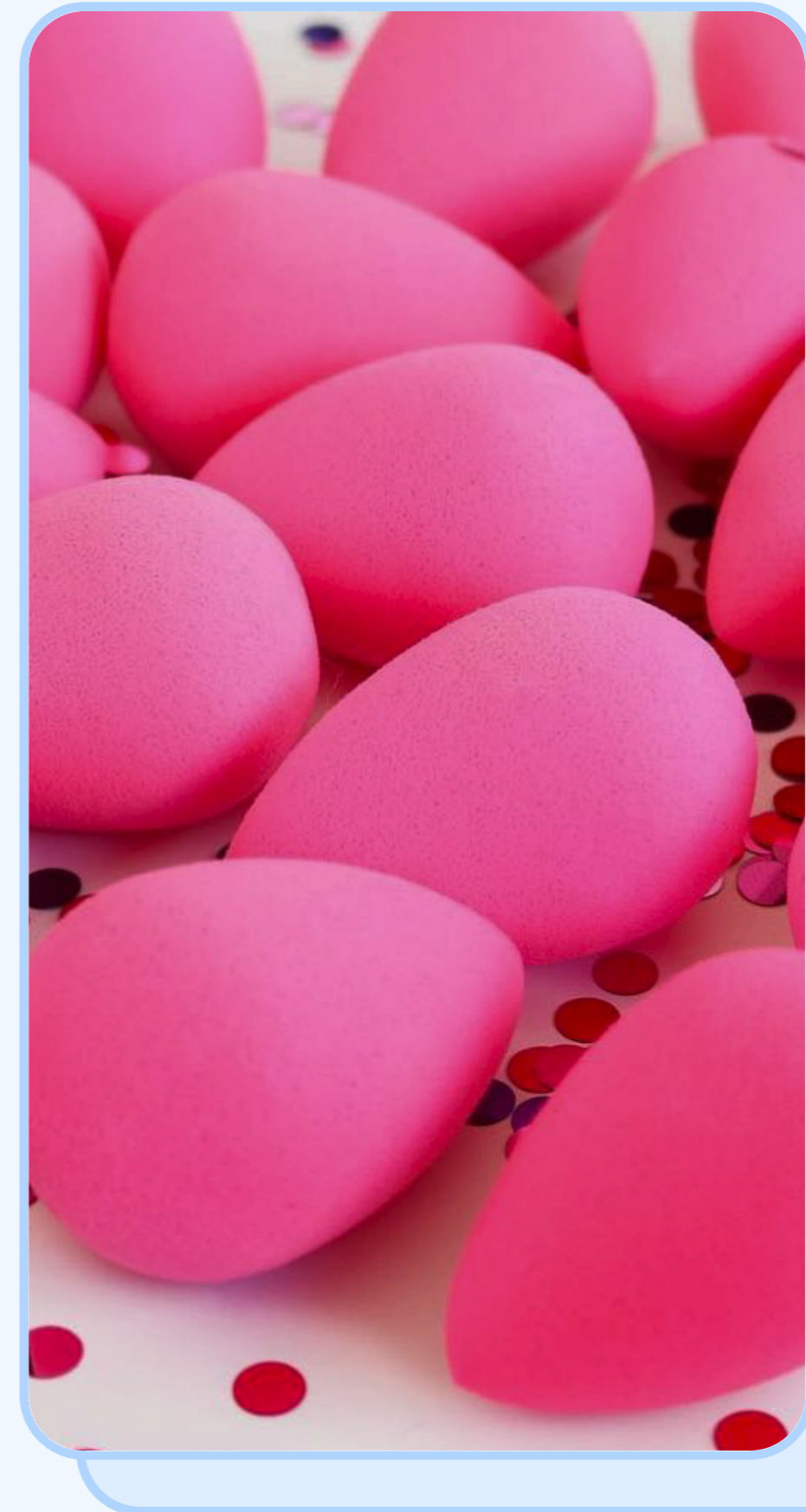
## Beautyblender in Motion: The Flawless Social Video Strategy of Makeup's BFF

It all started with the search for the perfect airbrushed makeup look. Beautyblender was born in the toolkit of celebrity makeup artist Rea Ann Silva, who was spending countless hours cutting and wetting sponges on set to create a dreamy, smooth complexion for the talent. Fast forward 15 years and the little pink sponges have become a staple in makeup bags everywhere. Little did Rea Ann know, she had designed her proprietary tool to be perfect Instagram fodder. Especially for video.

### The Results

**+30%** Video post frequency

**+54%** Average Video views



## Beauty Videophiles

Beautyblender has drawn an active following on Instagram that responds especially well to short motion pictures. No surprise here: it's an ideal format for maquillage enthusiasts to demonstrate their application genius and unique beauty creations. In fact, the account has become a destination for fans to view inspiring, prolific looks. Beautyblender wanted to build on this momentum, and identified its need for a video publishing Instagram solution that would support discovery, key performance indicators (KPIs), and scheduling.

## Content in Motion

In order for Beautyblender to increase its video output on Instagram, the social team needed to see all of the content in motion that its fans were creating about the brand. This would not only help the team capitalize on vid hyper, but also bolster their publishing schedule as well. Dash Social surfaces all community created videos that tag Beautyblender. Next, the social team can choose content to gain creator permission from to share, to complement its in-house creative. It's a beautiful thing.

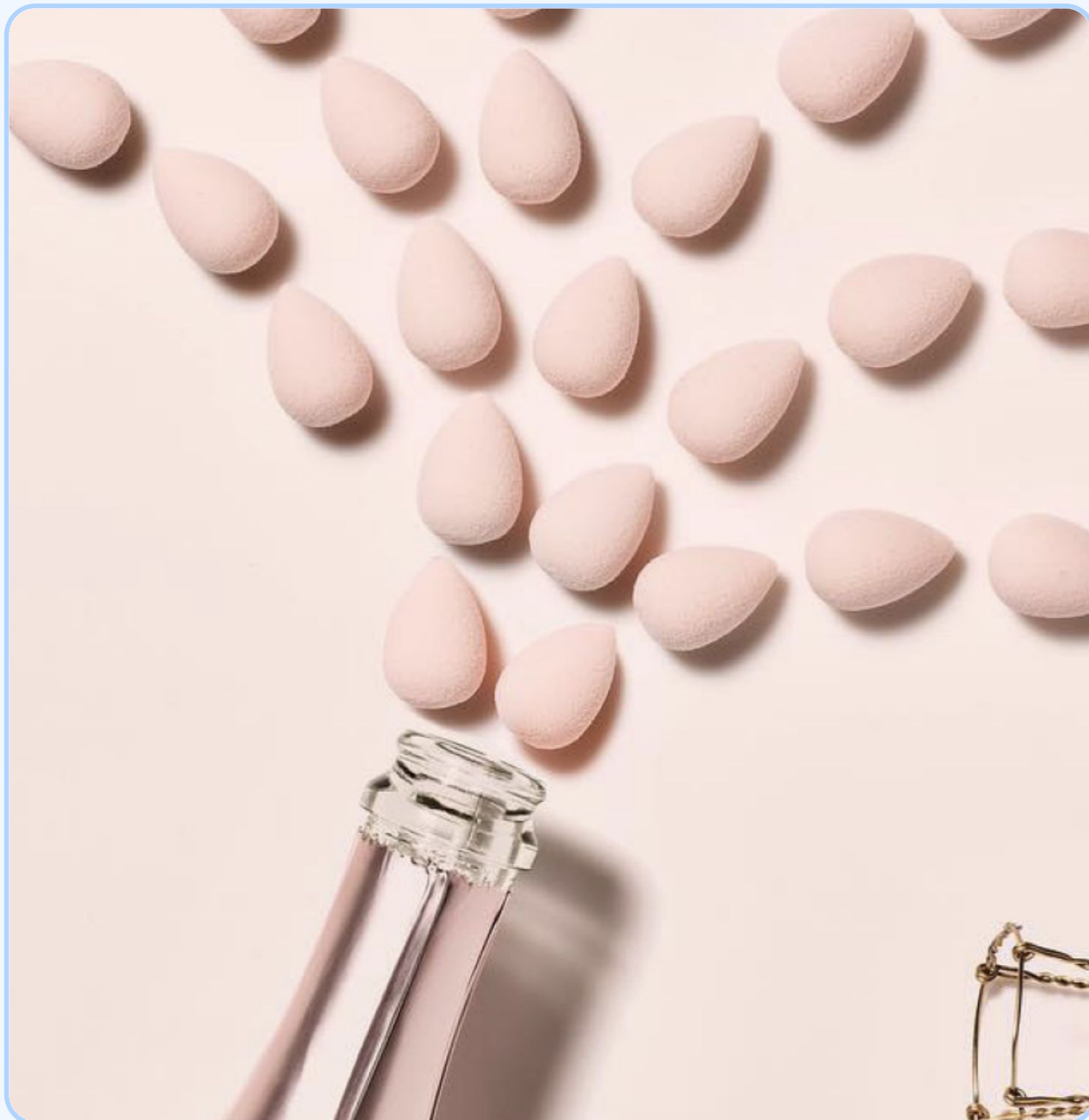
*"The Organic Reach tab is my savior!"*

Julia Casella,  
Social Media Manager at Beautyblender

## Smooth Scheduling

Time is a commodity in the fast-paced business of beauty, which is why advanced scheduling is central to Beautyblender's social strategy. Dash Social's Scheduler smooths the content planning process by enabling the social team to drag and drop uploaded images, videos, and other content directly from the platform onto their optimal posting times in the calendar. Not only does this ensure a perfectly curated Instagram feed, but it also allows Beautyblender to show up when its audience is active. The ability to preplan captions and LikeShop links means that posts can be pushed live as soon as the scheduled notification to publish sounds.





## Performance In View

With more and more videos in its content mix, Beautyblender needed a solution that would measure views and engagement to understand how motion pictures performed versus static images, and which ones resonated best with its audience. In Dash Social, Beautyblender can see the performance of videos on a per-post basis, as well as cumulatively. If the team wants to further scrutinize specific content, they can simply add it to a board to automatically total that media category's KPIs and average engagement rate.

*"With Dash Social I can easily pull average video views, as well as look at historic data quickly. Since our marketing calendar is based around product launches, I primarily use boards to track those campaigns. Boards helps to gauge the excitement around a launch as well as gives a comprehensive analysis of our efforts on Instagram!"*

*Julia Casella,  
Social Media Manager at Beautyblender*

## A Flawless Finish

Working with Dash Social has enabled Beautyblender to save valuable time, better leverage its video content, and gain meaningful insights into its Instagram performance. This empowers the brand to make improvements where needed. The platform allowed the team to discover that video posts typically outperform static images, and that on average, videos featured on the Beautyblender feed receive +60,500 views! With Dash Social in their toolkit, they can polish Beautyblender's content strategy for flawless results, every day.

*"Video is a huge part of our strategy. Makeup is so visual, and in order to really understand how flawless your makeup looks when you use a blender, you need to see it in action. Video is an easy and engaging way to show the versatility of the sponge, while allowing us to go beyond the blender and highlight other products or trends our followers care about. Even our best performing still images don't see as many likes as our average video views!"*

*Julia Casella,  
Social Media Manager at Beautyblender*