

cocokind

Relatable Content and Audience

Insights: How Cocokind Wins on TikTok

Cocokind is a conscious skincare brand that leads with its strong values, including sustainability, affordability, and cruelty-free products. The competitive landscape in the skincare category has evolved on multiple fronts, as the sales explosion spurred by the pandemic has plateaued, and at the same time, the status quo for marketers has shifted towards entertainment platforms such as TikTok. Consumers do not respond to static and aspirational content as they once did, and relatable short-form video has become the leading strategy to build brand love. However, this new format poses several challenges for Cocokind. How can the brand fit TikTok into its existing workflows and report on performance without adding complexity? Additionally, how can it measure its TikTok performance to better understand the channel and keep producing the right content? Discover how Cocokind uses Dash Social, TikTok Content Marketing Partner, to win on TikTok.

The Results

15.6 M Total views*

3,565 Views per day on average

9.5/10 Entertainment Score, far outpacing industry competition

*57x higher than the industry average

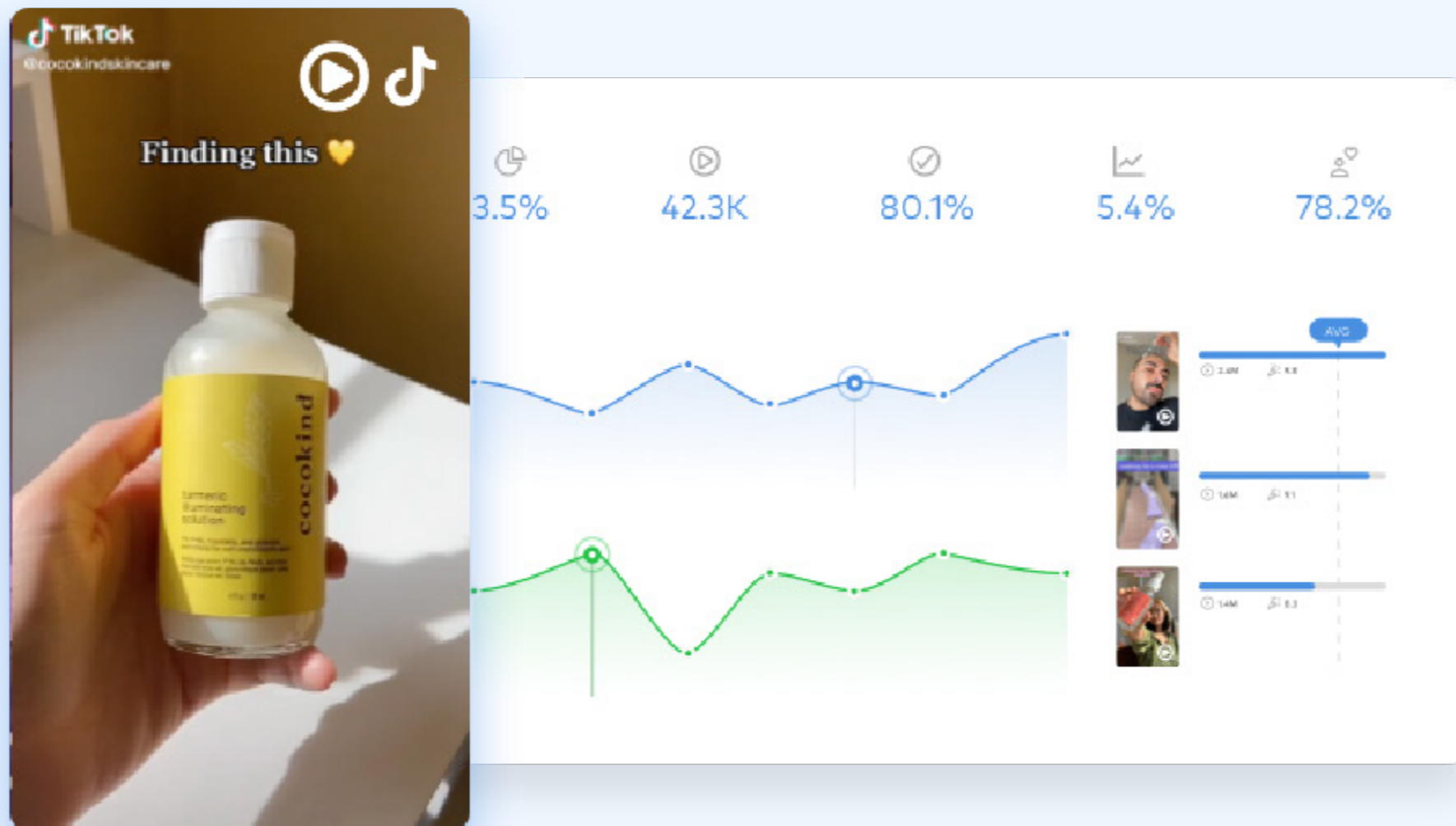


“Creators who do not fall under the traditional influencer bucket are garnering massive amounts of views on TikTok. People are interested in them based on their relatability, humor, and perspective on a given subject matter. What we’re seeing is the idea of an influencer evolving into something that puts aspiration in the backseat. As a result, this has set the scene for how brands need to think about their content.”

*Lauren Bliss,
Director of Social Media at Cocokind*

TikTok Insights for Sophisticated Marketers

Cocokind uses Dash Social’s TikTok analytics platform to surface insights that aren’t available through TikTok’s native analytics, including the historic performance of videos long after the cutoff date of organic analytics. Dash Social’s reports are granular, customizable, and built for marketers that want sophisticated analytics that go beyond likes and views. Reporting on its TikTok performance is as easy as opening a dashboard-no spreadsheets needed.



“We love Dashboards and weekly reports. They’re always so helpful because it’s all there, and easy to transfer to a company Excel doc. We can always go back and measure past performance, which used to take a lot of manual effort. As a whole, Dash Social saves us a lot of time.”

*Lauren Bliss,
Director of Social Media at Cocokind*

Truly Understanding TikTok Performance

The virality of TikTok far outmatches other social channels. Without context, Cocokind would never be able to measure how its content performs, however with Dash Social it is able to segment content by campaigns and intent. Fun content leads to higher views for the brand, while educational content leads to greater follower growth—an insight discovered using Dash Social’s content segmentation tool. The Entertainment Score provides a benchmark for how individual videos perform in the context of the beauty industry, while Dashboards equip Cocokind with the data needed to understand the ins and outs of its TikTok performance over time.

Using Dash Social’s Trending Videos tool, Cocokind discovered that its [top performing video](#) continues to deliver results over 1 year after publishing. With Dash Social’s TikTok insights, you can remove the guesswork from your TikTok strategy, understand what drives your audience to act, and create content that delivers brand objectives. Take your TikTok strategy to the next level by [requesting a demo today](#).