

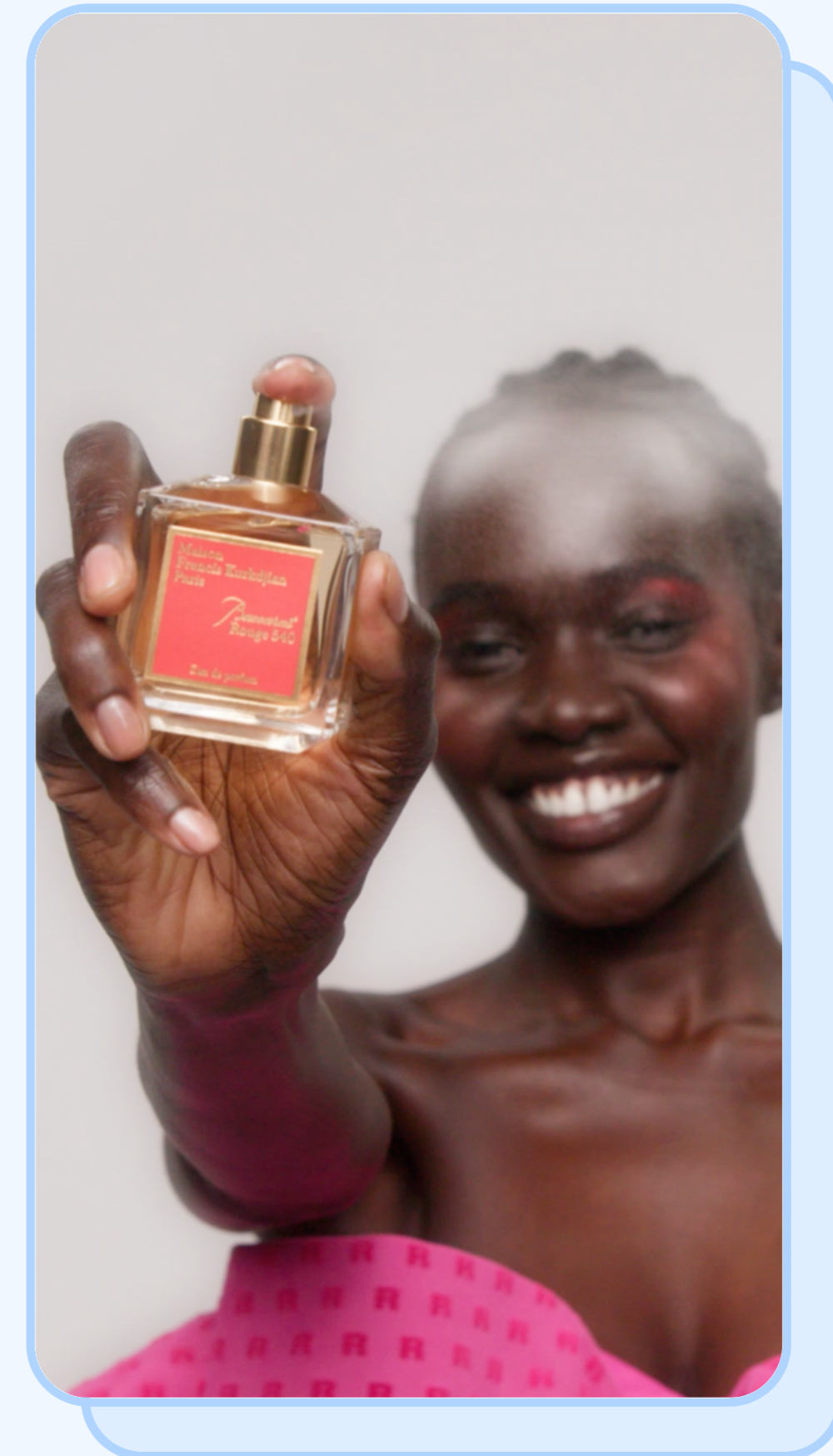
MECCA

The Beauty and Power of a Balanced Organic and Paid TikTok Marketing Strategy

MECCA Brands is Australasia's leading beauty retailer and uses its digital and physical presence to curate the best in global beauty combined with a high-touch customer experience. The company takes a similarly curated approach to its TikTok strategy, sharing aesthetic and satisfying video content, in collaboration with creators, brand partners, and original in-house TikToks too. Finding this balance on such a new, ever-evolving channel is no easy feat.

Discover how MECCA leverages Dash Social's TikTok Insights to:

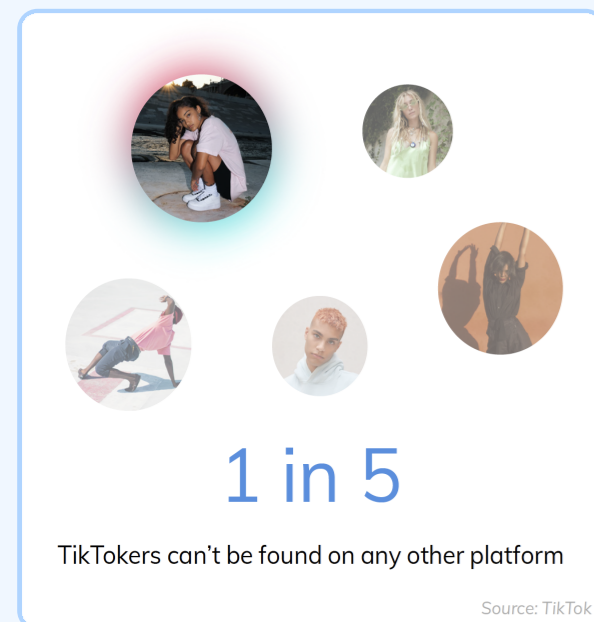
- Identify and ideate videos that see better long-term performance on TikTok
- Analyze and understand performance across key metrics, and understand trend traction
- Build a balanced organic and paid content strategy by optimizing based on data



Keeping Up With the Speed of Gen Z

- 1 in 5 TikTokers can't be found on any other platform (Source: TikTok)
- MECCA measures Video Views, Followers, and Engagement
- Rate in Dash Social to assess video resonance in real-time

TikTok is a key channel for MECCA, in part because it enables the brand to reach a new audience, many of whom are not found across other social media platforms. In Dash Social, the marketing team at MECCA analyzes the performance of TikTok content including video views, followers, and engagement rate with week over week, and month over month comparisons. These numbers give the team an indication of what content and products are resonating with TikTokers—and most importantly, what content is growing the brand's reach.



"We've seen a real appetite for a variety of beauty content, from bite-sized tutorials, to product tips and tricks, and behind-the-scenes of our stores. We are continuously using a test and learn approach on the platform, as well as experimenting with lo-fi video that previously hasn't had a role within the MECCA content offering but we know is resonating with our Gen Z beauty community."

*Hannah Fillis,
Head of Digital Marketing, MECCA Brands*

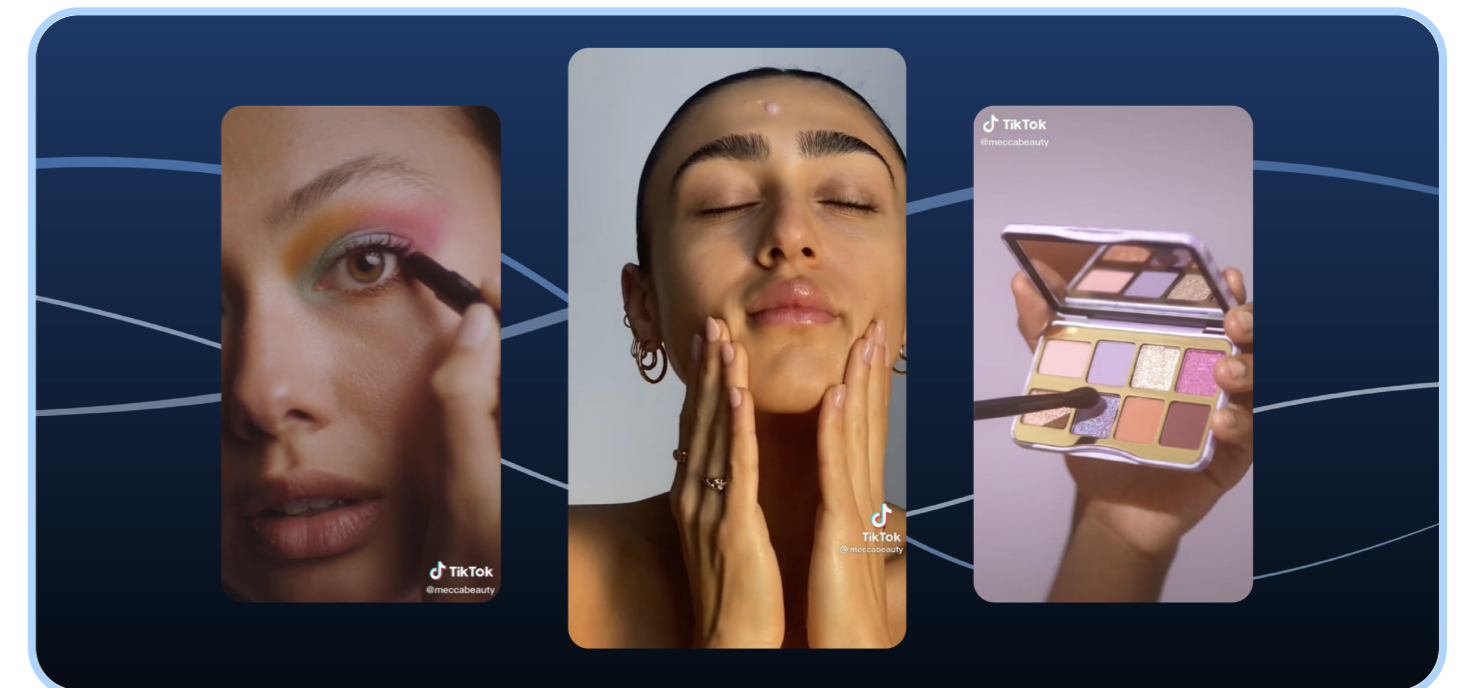
Great Content for a Long-term Return on Investment

Attaining long-term reach and performance of video content is a key focus for MECCA to connect with new beauty fans and increase ROI from TikTok. The marketing team leverages Dash Social's Trending Videos tool to understand which videos are continuing to gain traction over time, or performing latently, regardless of publish date. This helps the team to identify top performing creative concepts, trends, and how to create great content going forward.

- TikTok Insights helps MECCA identify high performance video concepts and trends, regardless of publish date
- This enables MECCA to build a data-informed and optimized content strategy

"The way that TikTok works based on engagement also means that follower numbers don't impact the performance of videos, so we can see strong reach and engagement for great content. Unlike other social platforms, TikTok is also brilliant for evergreen content. The lifetime of videos can often be weeks or months, as we see videos continue to reach a new audience over long periods of time."

Hannah Fillis,
Head of Digital Marketing, MECCA Brands



The Power of Paid and Organic Working Together

- TikTok has become a staple in MECCA's media plan
- TikTok ads support and accelerate the success of trending organic content

MECCA's organic and paid TikTok strategies interplay, to support top performing content. The team is currently leveraging ads to support and amplify trending organic content, to ensure the brand is reaching new audiences, and propelling growth. And when MECCA has executed first-to-market activity in partnership with TikTok, the team has noted significant organic growth. MECCA views TikTok as an avenue to not only attract new fans, but retain them.

"TikTok was initially an experimental channel to reach new audiences that aren't on other social media platforms or consuming traditional media, but it has quickly become a staple in our media plan, continuing to provide efficient reach, yield strong traffic, and revenue results.."

Hannah Fillis,
Head of Digital Marketing, MECCA Brands






 **64%**

MECCA increased its followers on TikTok by 64% when running ads in tandem with organic content

Everything Brands Need to Succeed in One Place

One of the MECCA team's favorite aspects of having TikTok Insights in Dash Social, is that they now have all of the data and tools they need for all of their social media channels in one place. The flexibility of looking at performance from both a bird's eye view and granularly empowers MECCA to craft a holistic, balanced digital strategy built for the age of short-form entertainment.

MECCA's Key Paid Metrics

-  Video Views
-  Completed Video Views
-  Reach
-  Traffic
-  Click-Through Rate

"We love the ability to look at all of our channel metrics in one place. It's been beneficial to the team to have the kind of information that we've loved having for Instagram with Dash Social, now for TikTok. We are excited to continue digging into analytics and trends for TikTok with this software!"

Hannah Fillis,
Head of Digital Marketing, MECCA Brands

Create content that delivers ROI with Dash Social's complete suite of tools to monitor, analyze, organize, and schedule across social channels.

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