Case Study

Taylor&Pond + DASH HUDSON

Metrics That Influence:

How a Digital Marketing Agency Uses Social Data to Hone Its Client Strategy

Taylor & Pond has seen it all. As a full-service digital marketing agency for over 25 years, the firm has been at the forefront of the digital revolution. While the agency's roots lie in web development, it has evolved with the times, offering all aspects of digital marketing support to its clients including social media strategy, content creation, digital advertising, influencer marketing, email marketing, and web development. With the bulk of Taylor & Pond's accounts invested in the ever-changing social media space, the agency faces many opportunities. First, how can the agency stay on top of the social media performance for multiple clients at once? Second, how can it customize its social media reporting for the unique needs of each client? Finally, how can it help clients in the beauty and CPG industries prove the ROI of influencer relationships?

Learn how this full-service digital marketing agency uses Dash Hudson to:

- Toggle between clients, keeping topline performance concise to save hours of time spent on reporting
- Use Dashboards to monitor client KPIs and find ways to one-up last month's performance
- Monitor the effectiveness and ROI of influencer relationships, aligning social metrics with client needs

@jlobeauty

Client Management Made Simple

With 10–20% of its clients invested in influencer marketing, no day is ever the same at Taylor & Pond. In such a dynamic space, it is essential to have tools that help improve agency processes. In Dash Hudson, Taylor & Pond has a Dashboard for each client, and presents data back to individual clients using custom decks that the Dash Hudson team helps to build. One of the most popular insights from the Dash Hudson platform is the effectiveness rate. As opposed to engagement, which looks at performance against a brand's entire following, effectiveness is based upon reach. The effectiveness rate illuminates whether a video resonated with the brand's audience that it had actually reached through the algorithm.

⤢ **Effectiveness Rate:**

Likes + Comments + Saves + Video Views / Reach

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One of the most beneficial metrics we report back to our clients is effectiveness rate — this helps us provide more insight into what is actually resonating with an audience by measuring engagement from the number of people who have seen the post. Basing the metric off of reach, and not followers, helps us provide context as to why a post did or didn't perform well, and helps us determine what we can fix moving forward.

Kassidy Abbott,
*Senior Digital Account Manager at Taylor & Pond*

Deliver Granular Reports with Customizable Dashboards

Every client has a different approach to social media. In the agency world, there is no one-size-fits-all solution to reporting, and Dashboards allow Taylor & Pond to get granular with the reporting for all of its clients, no matter what their needs are. The agency uses Dash Hudson insights extensively, and estimates that Dashboards save each digital manager five hours every week. The team of self-described data freaks love diving into metrics to figure out how to outperform the prior month. Dashboards are ultra-customizable, helping the team to constantly monitor top-performing content, and figure out what needs to be optimized. The agency also uses metrics from Dashboards to inform its strategy for the coming months.

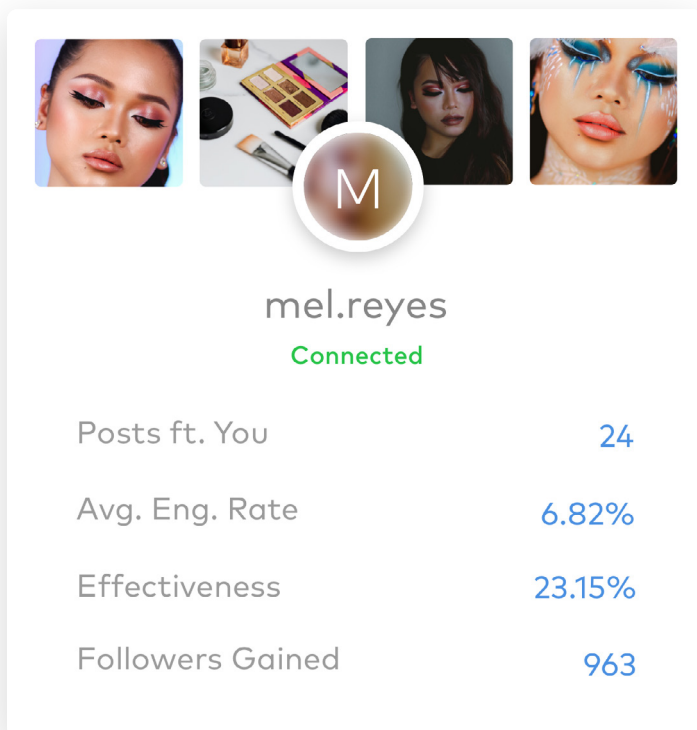Digital managers save up to **5 hours every week**
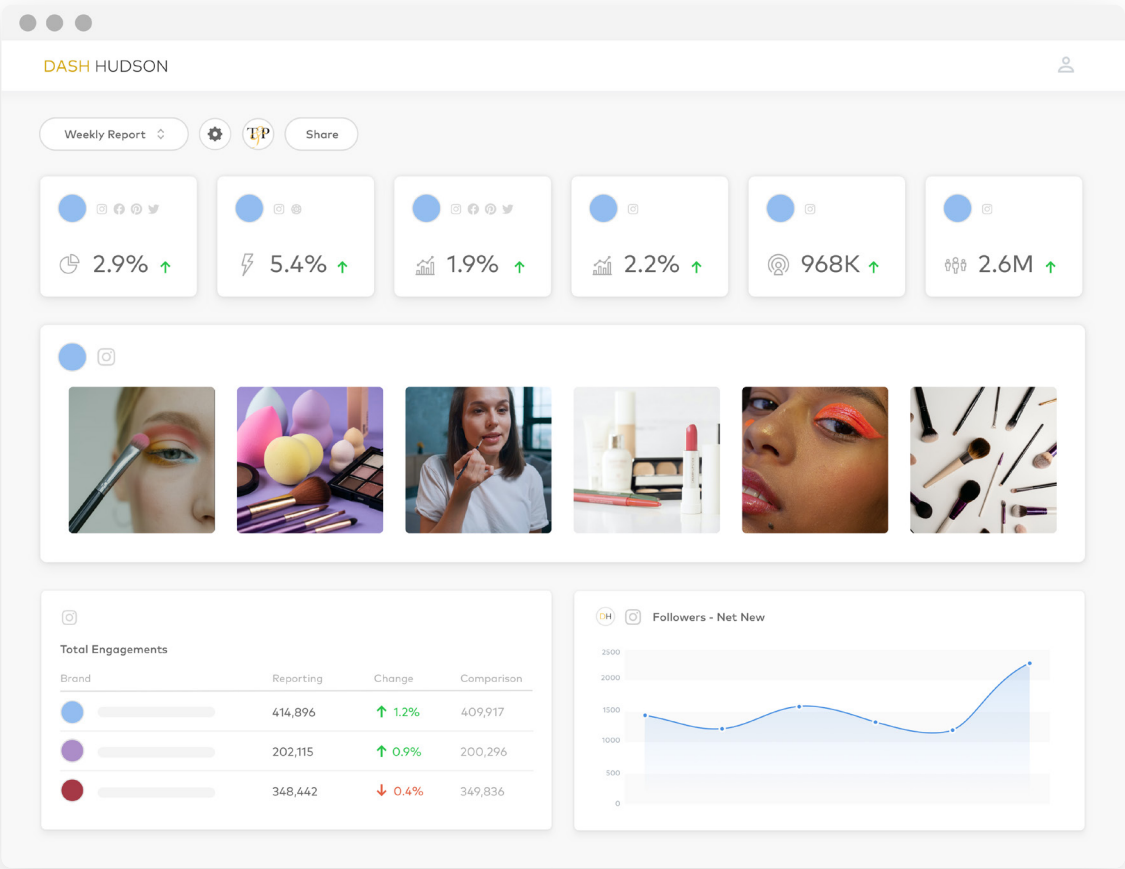
Track the KPIs Behind Customer Relationships

One of Taylor & Pond's many specialties is navigating the ins and outs of the beauty industry, particularly color cosmetics, hair care and skincare. The industry has seen substantial growth on social media in recent years by investing in influencer marketing, and Taylor & Pond has distinguished itself by incorporating influencers into its client strategy. Taylor & Pond uses Dash Hudson's Relationships solution to track day-to-day metrics, as well as align social KPIs with client needs. The data provided by Relationships, including Earned Media Value (EMV)—a proprietary metric that quantifies the value of influencer partnerships on Instagram—helps the agency to justify results, and prove the ROI of influencer marketing.

> *With emerging platforms, and skyrocketing rates, it's essential to have a concrete strategy for what influencer marketing can provide for our clients. The Relationships tab helps us to justify our results to clients in a cohesive and understandable way. For clients that are not invested in e-commerce, Relationships have allowed us to quantify the ROI from influencers. EMV, and measuring followers gained.*

Kassidy Abbott,
Senior Digital Account Manager at Taylor & Pond

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mel.reyes
Connected

Posts ft. You	24
Avg. Eng. Rate	6.82%
Effectiveness	23.15%
Followers Gained	963

Winning Results

Taylor & Pond used Dash Hudson to help an industry-leading beauty brand achieve:

+83%
Increase in average effectiveness rate

in September 2021 compared to previous month

+20%
Increase in average engagement rate

in September 2021 compared to previous month

Use social data to hone your client strategy with Dash Hudson's suite of tools to monitor, analyze, organize, and schedule across social channels. **Request a demo today.**