There’s more than one way to style your lashes, and House of Lashes taps into its remarkably creative and diverse community to showcase just that. The three person marketing team leverages Curalate’s full platform to keep up with content demand, surfacing and activating unique fan photos, and achieving some amazing results in doing so.

On Instagram, the brand posts five times a day, relying heavily on fans and influencers to maintain a steady content stream for their #lashgamestrong and #houseoflashes Instagram hashtags. They direct followers who ask “where can I buy this?” to their shoppable gallery via the Like2Buy link in their Instagram bio. Since implementing, House of Lashes has seen an increase of over 42% in traffic to their site, and a 17% increase in average order value.

Finding that top-performing content to re-post — typically a huge time suck for small teams — is now seamless because Curalate highlights compelling Instagram content in its dashboard. House of Lashes has discovered that the most engaging content is often produced by a subset of Instagram users, or influencers, who are passionate about their products. Once those influencers and micro-influencers have been surfaced, House of Lashes nurtures these organic relationships by sending them samples, in turn, winning brand loyalty and a new content resource.
House of Lashes is a small team with a big vision. They’re playing the long game with their visual content strategy — diversifying their content streams, forging lasting influencer and partner relationships, and developing a deep understanding of what content resonates best across digital touchpoints. Above all, they recognize the need to be flexible with their strategy. As ecommerce continues to evolve, Curalate has given House of Lashes the ability to innovate quickly, increase fan engagement, and drive purchases.

High-quality, stylized influencer content isn’t all House of Lashes is after. Using insights from Fanreel, their on-site editorial and fan gallery, HOL has found that authentic, natural-looking photos resonate well with consumers on-site. Those who visit the gallery spend 22% more time-on-site and the average order value increases by 15%. To capitalize on this, HOL uses a discount code to incentivize visitors to upload photos, encouraging them to “share looks and get inspiration”. The code has been used hundreds of times, delivering a wide range of images and a glimpse at the way their core fanbase styles their products in real life.

Continuing to diversify their content streams, House of Lashes partnered with complementary brands to produce a holiday gift guide in the form of a product-tagged laydown shot featured on their blog. Each brand’s product was tagged for the guide using Reveal, enabling readers to hover over the guide and shop the products. As a result, strong partnerships were forged that lasted long after the holiday season.

Chiell Ann Pereira
Vice President/Marketing Director, House of Lashes

Stephanie Arant
Marketing Manager, House of Lashes

42% INCREASE IN WEBSITE TRAFFIC
17% INCREASE IN AVERAGE ORDER VALUE
22% INCREASE IN TIME ON SITE*

*by users who visited Fanreel

learnmore@curalate.com | (855) 223-1459