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INSIGHTS: STYLE

## FM Insights: Style

Federated Media's content strategy team plans, executes, and analyzes our influencer content programs. In this installation of FM Insights, we've identified the top three content insights from previous Style campaigns to inform current and new content programs from an editorial standpoint.

### 01. Including both contextual imagery and a flat lay image boosts product CTR

We've also learned that posts including images of the entire family lead to higher than average product CTR (click-through rate) and engagement.

In our Q4 2015 L.L. Bean campaign, both [Hither & Thither](#) and [Say Yes'](#) posts tested these learnings and performed above FM's benchmarks in brand and product CTR. For example, [Say Yes'](#) [Instagram](#) post of her husband and daughter on a haystack ranked as the campaign's best-performing social post.



### 02. Body-positive messaging and visuals are trending

We noticed that imagery promoting a positive self-image drives higher social engagement and more favorable brand sentiment than typical style content. We directed Target's plus-size brand, [AVA & VIV](#), to focus their influencer content on styling tips for specific body types, resulting in higher than average social engagement and brand CTR.

Darling Magazine's post on [styling denim—specifically joggers, shorts, and white denim—](#) for every body type also earned a social engagement rate (SER) ten times higher than FM's Style benchmark for SER.

### 03. Reader engagement is strongest when the audience feels their challenges are addressed with customized solutions

Posts that cater to a broader spectrum of audience members by skin tone, skin type, body type, ages, style preferences and other identifiers outperform general "tip" posts.

The Everygirl's post on [finding your most flattering swimsuit](#) garnered double the pageviews than the other three swim posts combined, and double the social referrals (traffic driven from social to the content) of any other swim post, showing that readers are refreshed and intrigued by content that addresses their specific needs.

Camille Styles' guide to [three genius Halloween makeup tutorials](#) encouraged readers to express a different side of themselves by showcasing makeup looks for varying skin types and skin tones, resulting in a product CTR that's three times higher than FM's beauty benchmark for product CTR.

