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The omnichannel approach

OF A PREMIUM BRAND



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Marrying In-store and Online



One reason luxury brands have been more reluctant to invest heavily in the digital space is the belief that customers would not shop online for such expensive items.



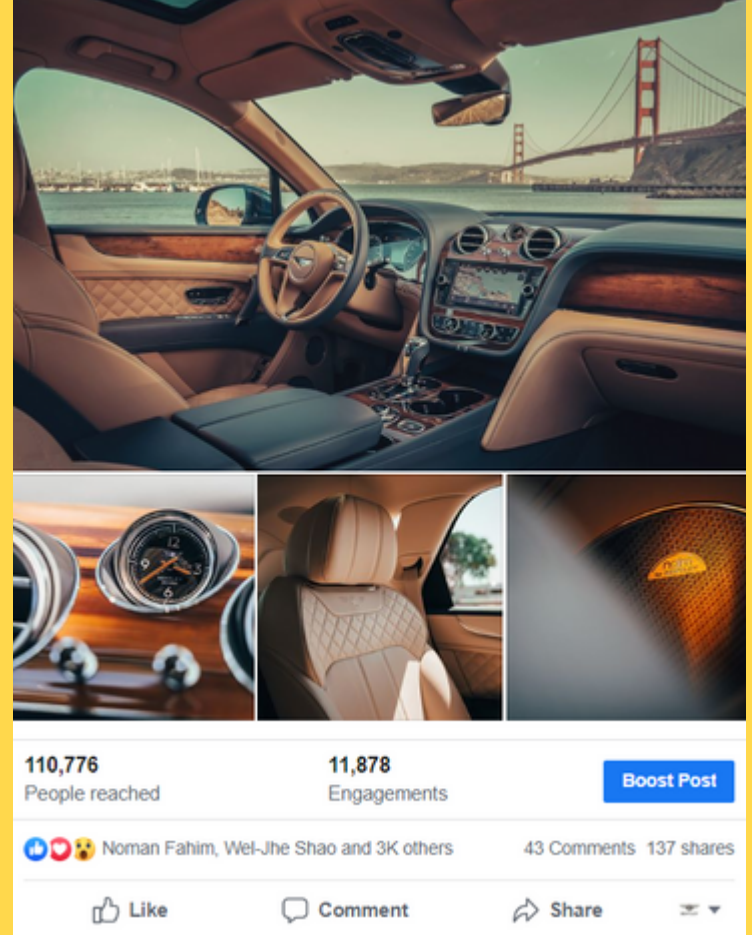
Is that true?

»»»»»»»»»» WHILE IT'S TRUE THAT MOST LUXURY SALES
STILL TAKE PLACE IN STORES, DIGITAL
PLAYS A CRITICAL ROLE IN THE CUSTOMER
JOURNEY

»»»»»»»»»» LUXURY BRANDS ARE DEEPENING THE
CONNECTION BETWEEN THE IN-STORE AND
ONLINE EXPERIENCE



In the early days of Social Media, when most brands were just beginning to realise its power as a means of engaging with consumers, many luxury brands felt that being active on Social would make them appear less exclusive or sought-after.



Luxury brands are beginning to harness the power of Social Media as part of an omnichannel approach to their marketing strategies. Luxury marketing is all about storytelling and social is a natural place for that storytelling to happen.



Why Social works



For luxury brands, it's critical that the level of customer service online matches the level of service customers could expect to receive in-store and also that digital customer service includes a personal touch.

The human touch approach





Luxury brands are embracing the power of omnichannel marketing to offer a seamless, high-end experience that is present throughout the customer journey. They are also focusing on the power of mobile and Social as research and education mechanisms.

It's all about the journey



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**thank you for your
attention!**