

RESEARCH

Mobile, social platforms essential for seamless digital narrative: report

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Michael Kors uses Snapchat

By KAYSORIN

Mobile and social technologies have provided unprecedented access to consumers that luxury brands can leverage in a number of ways, according to a report by RadiumOne and WBR Digital.

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Luxury Daily

It is essential for brands to cater to consumers' wishes using digital and mobile tools that improve customer service and create a seamless narrative through both content and advertising. The mobile and social revolution has significantly changed the environment, and brands must use these new technologies to connect with consumers.

"A digital narrative is essential, especially for luxury brands, because it connects to consumers emotionally," said Eric Bader, CMO of RadiumOne, San Francisco. "When a purchase has a "badge value", status statement or highly personal relationship attached to it, the consumer wants to be part of a narrative that envelopes them in the brand's story."

Intimate connection

Consumers are currently interacting with brands more often and in variety of different ways, including social media, mobile and online platforms. They are eager for a more

personal relationship with brands and require more depth and emotion from content and advertising campaigns.



Consumers are increasingly using mobile devices to purchase products

In order to accommodate these new desires, brands must focus on connecting with the consumer using omnichannel strategies. Improving brand awareness using digital and mobile platforms is one of the biggest concerns brands reported this year.

Creating a seamless narrative is important for brands seeking to improve awareness and connect with consumers. Uniting commercial Web sites, content microsites, social media accounts and other digital spaces can allow for a more consistent message to be presented across platforms.

Many brands have taken these ideas to heart and are moving to improve their strategies appropriately. According to the report, 92 percent of respondents have increased spending on digital initiatives in the past year.



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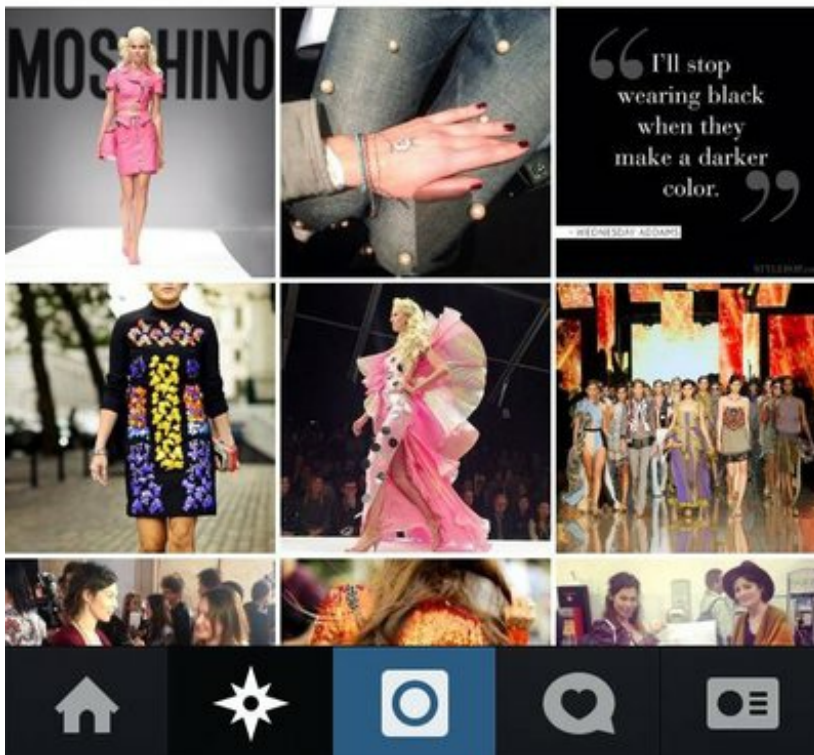
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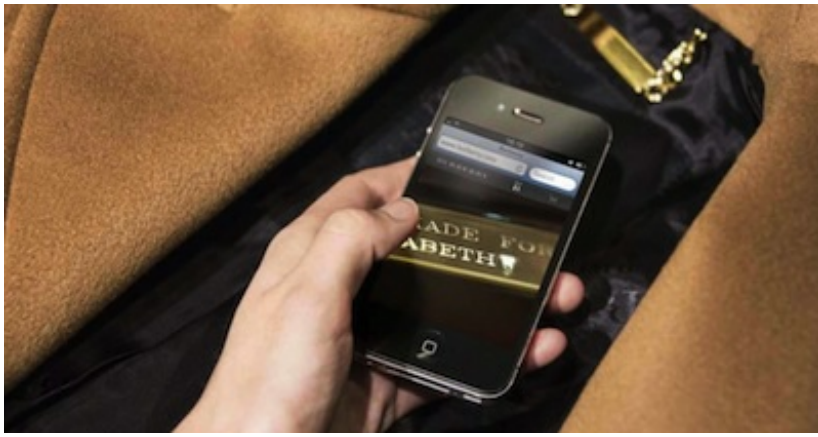


Social media platforms like Instagram have become essential for brands

For some, these initiatives have been successful. Two-thirds of the luxury brands surveyed reported an increase in conversion rates over the 12-month period.

Digital marketing projects for the coming year varied heavily among respondents with some of the most popular being increased personalization, brand awareness, social media presence, conversions and content production.

Focusing this attention on digital marketing will likely prove successful for those brands that are able to connect more intimately with consumers and take advantage of omnichannel strategies.



Digital marketing strategies can improve brand awareness

Mobile first

It is undeniable that mobile technology has had a major impact on consumer culture. With more than 80 percent of users accessing social platforms on their mobile devices, mobile marketing has become increasingly important for brands that wish to remain competitive in the marketplace, according to a new report by L2.

L2's Insight Report: Mobile Social Platforms emphasized the importance of mobile optimization for brands advertising on social media platforms such as Facebook, Instagram and Twitter. As consumers continue to use mobile devices at increasing rates and popular social media platforms adjust to make mobile use easier, it is essential for brands to keep up with these trends ([see story](#)).

Also, as new mobile and digital technologies become further ingrained in the path to purchase, brands must find new ways to appeal and connect with consumers. Traditional online storefronts no longer meet consumer expectations as ecommerce has evolved, according to panelists at Luxury Interactive 2014 on Oct. 15.

To meet the expectations of consumers, marketers must be consistent across channels and work to blend content with commerce to create concise engagement. According to panelists at "Content for Commerce Mixology — Become Your Brand's Mixologist," as the ecommerce game changes brands will need to adapt omnichannel strategies full of rich touch points to cater to the sentiments of millennials ([see story](#)).

Final Take

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