

MULTICHANNEL

Sotheby's centers real estate marketing mix on content

February 10, 2016



Sotheby's real estate listing in Los Angeles

By STAFF REPORTS

For 2016, Sotheby's International Realty is betting on content marketing to reach and engage potential buyers of its luxury properties.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The real estate brokerage firm plans to both create and curate content across channels, with a particular focus on video, exposing more consumers around the globe to its brand. Following the launch of a content-rich Web site in 2015, this editorial approach plays into consumers' tendency to research across print, online and mobile before making a purchase.

Content creation

Sotheby's will advertise in both online and print media, including The New York Times, Wall Street Journal, Bloomberg, Architectural Digest, Mansion Global, Dwell and Elle Dcor. The firm will also be present on the Google Display Network and Apple.

In addition to paid media placement, Sotheby's will be sharing content on its newly redesigned Web site, as well as its branded online magazine Extraordinary Living and its social channels.

Sotheby's International Realty has kept its consumers up-to-date with the latest technology with the introduction of a remodeled version of its Web site with new features such as video tours, high-definition content and advanced search preferences.



Sothebys Web site redesign

These new features will help consumers navigate the Web site more easily and will showcase the auction house's listings in an immersive and highly visual way that is unparalleled in the real estate industry. Providing visual and engaging online content is essential for brands that wish to connect with an increasingly tech-oriented consumer base ([see story](#)).

In addition to online channels, the print magazine Art & Home, which is a collaboration with the Sotheby's auction house, will continue to share articles on topics surrounding both worlds. The magazine publishes eight regional editions, with 250,000 total distribution.

"Our 2016 marketing plan was designed with a strategic focus on the consumer, while maintaining our global reach," said Wendy Purvey, chief marketing officer of Sotheby's International Realty Affiliates, in a brand statement. "Sotheby's International Realty is dedicated to providing consumers with what they want, when they want it and where, and we are doing so by providing more content, video and mobile integration than ever before, increasing our exposure to real estate intenders around the world."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.