

INTERNET

Swarovski debuts first fragrance with Facebook, email push

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Precision-cut crystal glass-maker Swarovski is introducing its

first fragrance via email and social media marketing in hopes of driving sales of the perfume via these initiatives.

Swarovski has released its “Aura” fragrance via a dedicated section of its Facebook page. The Swarovski Aura email newsletter has click-through capability that directs consumers to the Aura by Swarovski Web site at <http://www.swarovskibeauty.com>.

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“Facebook and enewsletters are a great way to personally communicate product launches and events to your core audience and keep them engaged with your brand,” said Sean Cook, CEO of ShopVisible, Atlanta.

"Enewsletters allow brands to provide more detailed information about a new product or launch that helps give background as to why the product was created and who it is best targeted for," he said.

"An announcement through Facebook as well as the detailed enewsletter allows Swarovski to personally share this new product launch with a larger number of consumers while still maintaining a sense of exclusivity"

Swarovski did not respond by press deadline. Mr. Cook is not affiliated with Swarovski and agreed to comment as a third-party industry expert.

Aura the explorer

Swarovski currently has more than one million fans on Facebook. In addition to marketing the fragrance via Facebook, the brand is also using its in-house Twitter handle.

In fact, the brand tweeted about the Aura fragrance on April 5, three days before the email newsletter was distributed.

Aura by Swarovski offers a delicately fragranced body care line to make every woman luminous. <http://url.swarovski.com/8rp>
2:11 PM Apr 5th via web

Swarovski fragrance tweet

"Taking the campaign to Facebook and email provides recipients a simplistic and obvious mechanism to share the launch with friends and networks, which naturally expands the reach of their launch into a like-minded audience," said Kara Trivunoic, senior director of strategic services at StrongMail, Redwood, CA.

Consumers can ask for a free peel-off scented postcard of the Aura by Swarovski fragrance to be sent to their homes.

"This is the classic try-before-you-buy marketing technique," ShopVisible's Mr. Cook said. "While the scented postcard gives consumers a small sample of the product and allows them to enjoy the fragrance before making the decision to purchase, it also is a personal invitation to experience the new product.

"This marketing technique can often turn fence sitters into active buyers based on their exposure to the scent," he said.

According to the brand, the Aura fragrance is a fusion of amber, benzoin and white musk. The fragrance is inspired by the luminous reflections the Swarovski crystals produce.

Users can watch the promotional video for the fragrance on the Swarovski Facebook page. There is also behind-the-scenes footage for consumers to take an even closer look into the making of the video.



Swarovski video via Facebook

Beauty glitch

Although the Aura by Swarovski marketing within the Swarovski Beauty tab of the brand's Facebook does a good job showcasing the fragrance, the brand could consider implementing a way for consumers to send the recent news to friends.

For example, Oscar de la Renta debuted its first fragrance in 10 years via a dedicated section of its Facebook page and allowed consumers to send the news to recipients via a Facebook message ([see story](#)).

Providing this functionality within the Facebook page can help drive sales and introduce the fragrance to new consumers.

Also, Swarovski could consider adding a section of its Facebook page where consumers and fans can provide critiques and comments about the fragrance via the "post a comment" functionality within the social network.

Implementing a comments section on the Swarovski Facebook page could create conversation about the fragrance, which can drive sales and create buzz.

"This fragrance launch will continue to build brand loyalty among Swarovski's core clientele, but the virtual word-of-mouth will help increase awareness among casual consumers," Mr. Cook said.

"Facebook announcements of exclusive new products pique the interest of these casual consumers and may prompt them to become a fan on Facebook and sign-up to receive newsletters so that they can be closer to the brand's in-crowd," he said.

Final take

Are you sick of Facebook?

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