

INTERNET

## Nine ways to build CRM with social media

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LONDON – Almost all luxury brands already have a Facebook

page, Twitter feed or blog, but having a social network presence is not an end unto itself.

Brands can use social media, a space where a majority of their customers spend much of their time, to further engage and interact with consumers. Since many companies are on social networks, brands must differentiate themselves from their competitors and rise above the noise.

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“Brands must provide ongoing value for their audience,” said Tamar Koifman, digital marketing and ecommerce strategist at Digital Luxury Group, Geneva, Switzerland. “Just having a Facebook or Twitter presence is not an end unto itself.”

Ms. Koifman revealed the nine best practice for luxury brands on social networks at the Luxury Interactive conference this week.

Here is what she said:

1. Share anything behind the scenes. For instance, Swiss watchmaker Piaget posted behind-the-scenes pictures of one of its photo shoots.

Brands can upload images from photo shoots, fashion shows, planning meetings or production.

“We live in such a voyeuristic community, something like this can be enlightening for consumers,” Ms. Koifman said.

2. Pull something out from the archives. Ms. Koifman used Saks Fifth Avenue’s Archive Fridays on Facebook as an example.

The retailer uploaded photos from what the stores used to look like as well as old advertisements.

“These are educational, fascinating [and] give people a heritage of the brand,” Ms. Koifman said.

Brands could use vintage photos, historical press clippings or old ads.

3. Ask fans and followers for feedback. Lancome asked consumers for help in naming its eyeshadow palette.

Brands can start discussions, encourage opinions and ask for feedback on new products so that customers feel more connected to the brand.

“This is a great way to engage fans and doesn’t require much, except building it into the production schedule,” Ms. Koifman said. “It’s really important to actually listen, and a bonus if you take action.”

4. Feature your employees. For instance, online retailer Net-A-Porter features some of the staff showing off their personal styles.

Consumers react to real working people and the trends that they set and follow.

Brands can show staffmembers’ favorite products, style, tips and a day in the life.

5. Live report from an event. Donna Karan New York’s Twitter, @dknyprgirl, recognized that many of the brand’s consumers would be watching trendy television show Gossip Girl on The CW network.

Donna Karan New York live-Tweeted every episode so that consumers would feel more connected with the brand, knowing that they shared the same interests.

“It lets fans feel a personal connection,” Ms. Koifman said.

Brands can report from trade shows, fashion shows, public relations events, parties, TV shows or sports via Twitter or Facebook.

6. Be inspiring. Consumers react to inspirational material.

Some brands such as Marc Jacobs and Donna Karan post personal videos and images from trips that executives have taken.

Companies can also quote inspirational quotes or articles to interact with consumers.

7. Host an online event. For instance, Bergdorf Goodman hosted an online makeup tutorial. It posted photos step-by-step and gave instructions.

“Brands can also post Q&A with the company’s stars, interviews with industry experts and live stream anything,” Ms. Koifman said.

8. Share press highlights. Brands such as Gucci and Dolce & Gabbana have big-scale social media focuses on magazine covers.

Brands can showcase magazine articles, blog mentions, celebrity sightings and awards that they have received.

“Be sure to do this in moderation or the customers may get sick of it,” Ms. Koifman said.

9. 'Top' and 'best-of' lists. Net-A-Porter’s Men’s site, Mr. Porter, uses this with features such as “Five ways to style a white shirt.”

“Brands can editorialize your product catalog, share best ways to style and feature top customer favorites and best sellers,” Ms. Koifman said.

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