

MARKETING

Quality beats quantity in luxury holiday social media marketing

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Social advertising for the holidays is about connecting with consumers on a deeper level. Image credit: Miu Miu

By DANNY PARISI

With the holiday season in full swing, brands are using social media as a way to connect with consumers and push their holiday campaigns.

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As one of the biggest shopping periods of the year, the time between Thanksgiving and New Year's Day is an important time for brands as it allows them to see significant ROI on the social media marketing they invest in. For brands, it is important to intelligently use the prominent social media platforms, Facebook, Twitter, Snapchat and Instagram, to promote holiday shopping.

"During the holidays luxury brands should continue to focus on the experiences they're providing customers," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer. "The hallmark of a luxury brand is superior quality products and world-class customer service, which should be adapted to suit the needs of customers during the very busy holiday season."

Holiday matters

This year, the advertisements coming from luxury brands themed around the holidays are higher quality and more thoughtful than usual, thanks to a growing awareness of oversaturation.

Consumers are bombarded with content all day and every day, so much so that brands are starting to react by pulling back on the quantity of advertising and upping the quality.

This has taken the form of a series of longer, higher-budget videos as opposed to the fast, cheap kind that are more prevalent throughout the rest of the year.



Miu Miu's short film. Image credit: Miu Miu

For instance, Italian fashion brand Miu Miu has debuted its latest holiday campaign in the form of an abstract short film with a star-studded cast.

In the short film, titled "Whispers," a group of celebrities including sisters Dakota and Elle Fanning are shown in voyeuristic, overheard whispers, highlighting the hidden moments that are laced throughout the holiday season. The cryptic short film is an effort on Prada-owned Miu Miu's part to drive traffic to its stores ahead of the lucrative holiday season ([see story](#)).

Similarly, Italian menswear label Canali is gearing up for the holiday season with a humorous short film following Santa Claus as he takes a wrong turn and ends up on the moon.

As the holiday season approaches, brands from across the fashion industry are ramping up their holiday advertisements in order to cash in on seasonal cheer. In Canali's new video, Santa Claus plays a central role ([see story](#)).

These efforts are dissimilar to the kinds of short, cheap videos that are often shown on Facebook and Instagram, meant to be viewed for a few seconds at most before being scrolling past.

Instead, these videos are marketed through social media as a valuable piece of content that is entertaining and humorous on its own beyond just reminding the customer that the brand exists.

Remaining consistent

The strategies taken by luxury brands on social this holiday season show that they are trying to connect with customers in a deeper way, going beyond superficial name recognition.

It is important for brands to make use of this deeper connection to improve the customer experience.

"Focus some of your messaging on social media on the ways you can help customers save time during their holiday shopping, while still enjoying the experience," Mr. Honigman said. "Brands should highlight the products that are prime options for holiday gifts, again simplifying the process."



Santa's new look. Image credit: Canali

But brands must make sure that they synergize their marketing and any deals, discounts or promotions that are being held in-store.

As more consumers begin to coordinate their online and offline shopping, social media marketing can have just as

much of an effect on physical shopping as ecommerce.

"Avoid the temptation to discount for the holidays to compete with others as it's a quick way to dilute the exclusivity of a brand," Mr. Honigman said. "Instead, consider promoting a free item included with a purchase of certain gifts or showcasing gift bundles of multiple products to do the shopping for your customers."

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