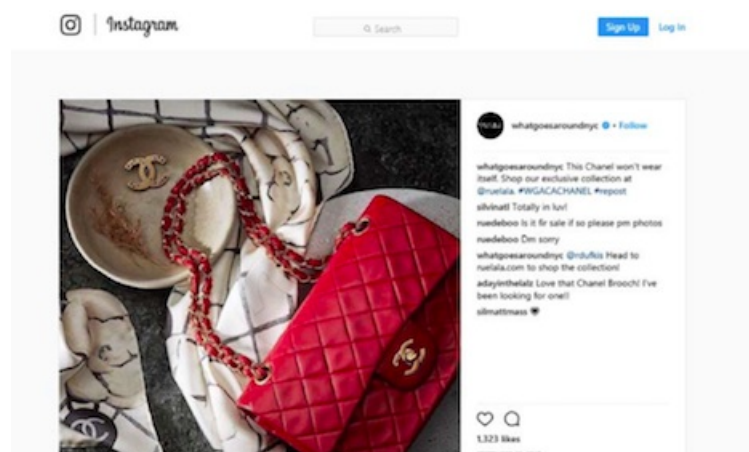


MARKETING

Engagement grows while luxury content is down: Shareablee

May 18, 2018



Even Chanel taps Instagram for influence.

By BRIELLE JAEKEL

Over the past year, the number of posts luxury brands have shared on social has dropped by 6 percent, but less is more may prove to be an effective strategy.

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

During a webinar presented by **Shareablee**, speakers revealed that while content was slightly down, engagement with luxury brands on social grew significantly. Automotive proved to be the fastest growing luxury sector, due to its focus on lifestyle content.

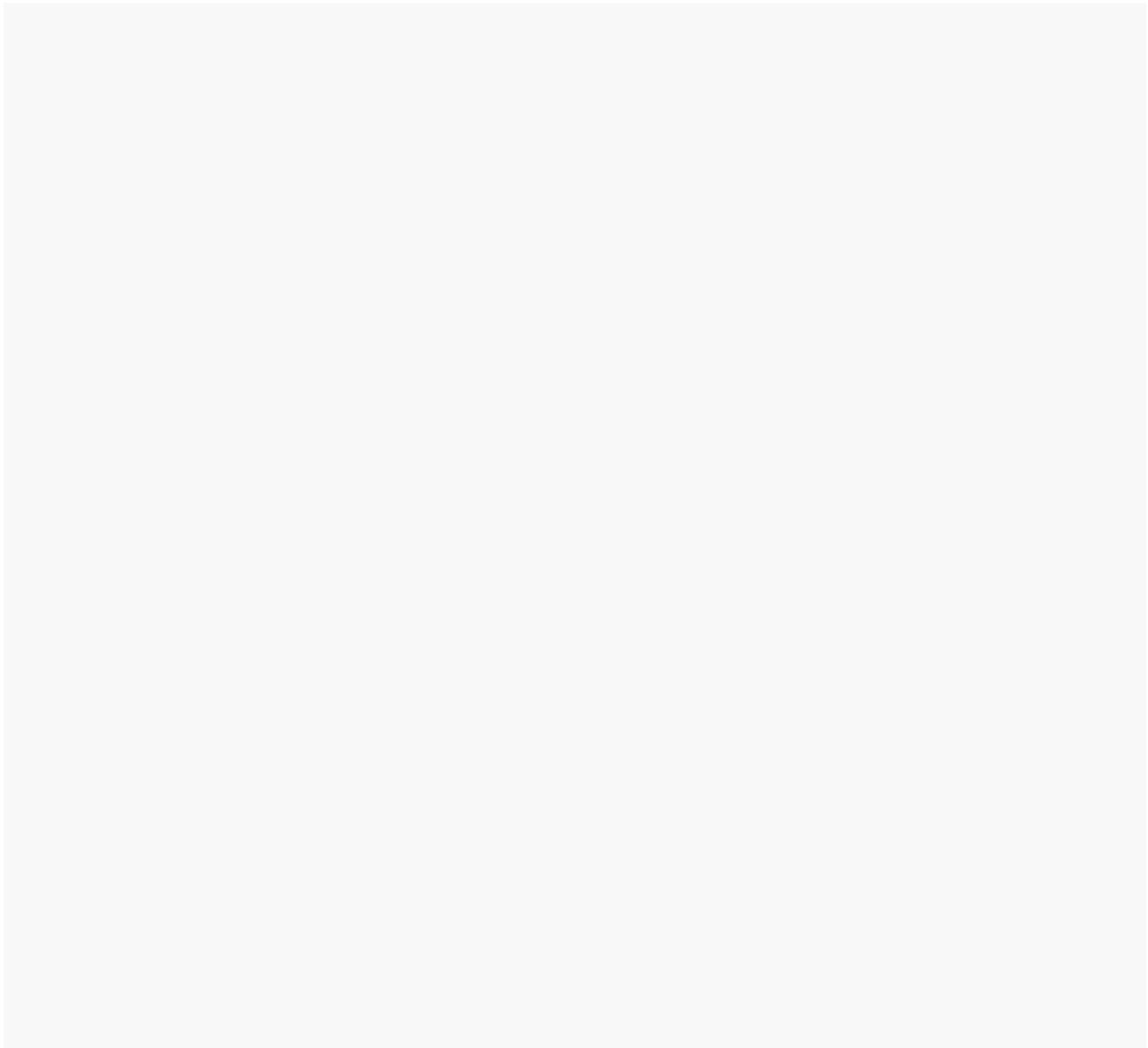
"The most popular lifestyle content invokes a feeling of the high life," said Naomi Kent, vice president of customer success at Shareablee. "It has very personable and aesthetically-pleasing aspect to it, which entices the potential customer, making them feel like they too can experience luxury."

Social and lifestyle

Lifestyle content has proven to be a significant driver of engagement on social media, especially on Facebook and Instagram, according to Shareablee speakers CEO Tania Yuki and Naomi Kent, vice president of customer success.

During the webinar "The New Luxury Consumer: What Luxury Means in a World of Individualism, Advocacy and Interaction," the executives explained that Shareablee saw the most engagement from posts that made consumers want to be the influencers featured or be where the photo was taken.

Even Champagne brands, which market an inherently luxurious beverage no matter the brand, featured photographs with aesthetically pleasing backgrounds that engaged consumers in a way that made them want to be in the image.



Family times and cheers of lightheartedness. #MoetMoment #MoetImperial #Goals #Outdoors . . . This material is not intended to be viewed by persons under the legal alcohol drinking age or in countries with restrictions on advertising on alcoholic beverages. ENJOY MOET RESPONSIBLY

A post shared by Mot & Chandon Official (@moetchandon) on May 2, 2018 at 9:08am PDT

However, on Instagram, alcoholic beverages was the only segment that did not see growth in engagement.

Across social platforms, luxury as a whole saw a jump of 30 percent in engagement.

Alcohol brands are much more present on Facebook, rather than Instagram. Joining the category in frequent use of Facebook are the hotel sector and jewelry and watches.

Many brands are also using specific color palettes throughout social, meant to convey the lifestyle of their brand or the brand's aesthetic.

For the beauty industry, most brands focus on sharing content related to how consumers can look their best, of which its audience is highly receptive.

Across the board, luxury marketers are tapping celebrity influencers to drive engagement, but micro influencers are being used as well and are also highly powerful.

Selena Gomez was one of the most influential brand ambassadors across social media. Also prominent were the Kardashians, who proved to increase Calvin Klein's engagement.

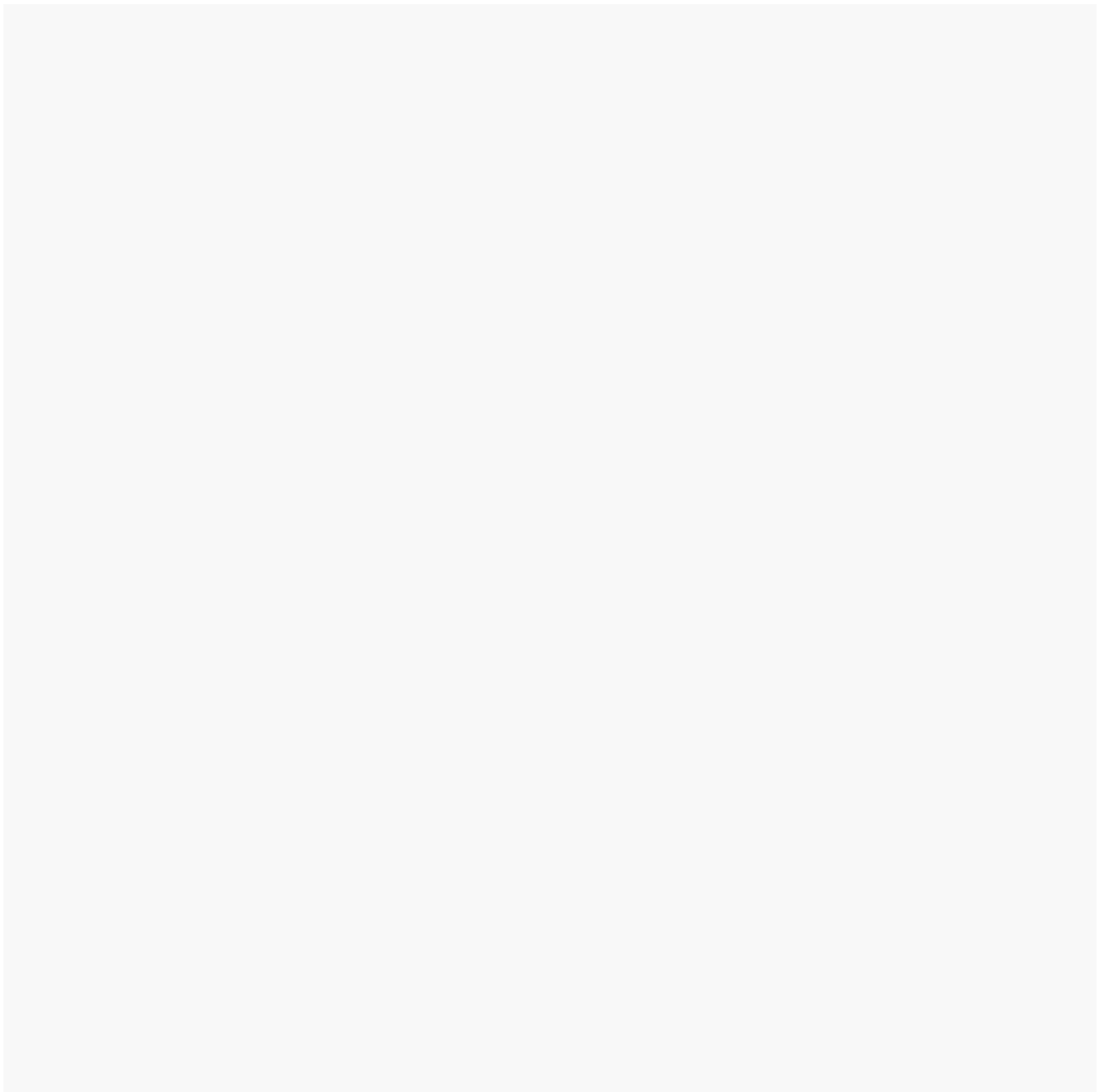


Photo wall opportunity with the Parker bag #CoachNY @stuartvevers

A post shared by Selena Gomez (@selenagomez) on Mar 30, 2018 at 12:22pm PDT

Brands often included an excessive number of emojis, most of which were related to love, as well as heart or fire. This conveys their pushes for love and a sexy aesthetic.

Additional insight

Seventy-eight percent of marketers working in fashion, luxury and beauty report leveraging influencer campaigns, marking a 13 percent increase in the past year.

According to a new report from Launchmetrics, brands are also investing more heavily in this tactic, with 60 percent of marketers expecting their budgets for influencer efforts to grow in 2018. With millennial and Generation Z consumers driving much of luxury's growth today, influencer marketing has become a key component of marketers' outreach to these digitally-native individuals ([see more](#)).

Regulatory pushes for greater transparency in branded influencer content have not hurt the consumer response to these campaigns, according to a report from Mavrck.

Quelling concerns that disclosure would hamper audiences' interest in branded posts, engagement rates for influencer-generated content (IGC) on Instagram grew 34 percent in 2017. Influencers with the least followers led the pack in interaction rates, showing that bigger is not always necessarily better when it comes to brand

partnerships ([see more](#)).

"A 'less is more' strategy can entice a sense of exclusivity, as the brand is not trying to overtly 'sell' or 'prove' itself," Ms. Kent said. "Posting more does not necessarily mean better quality marketing, as brands can keep a certain level of authenticity by being more targeted and impactful in their approach.

"The most important factor is consistency, brands need to stay on brand, and if they are working with influencers they need to ensure the influencer continues to reflect the brand's image, even when they are not posting about the brand," she said.

© 2020 Napean LLC. All rights reserved.

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