

REAL ESTATE

## Instagram influencers gather for luxury real estate soirée in San Diego

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*The event will promote a new multi-million dollar listing in California. Image credit: Aumann Bender & Associates*

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By STAFF REPORTS

As a testament to the power of influencers in today's luxury business, real estate brand Aumann Bender & Associated and Sotheby's International Realty are hosting the first Instagram Influencer Summer soirée this weekend.

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The event will bring together some of the biggest Instagram influencers in the business for a swanky event in San Diego. The Summer Soirée is yet another indication of how important influencers have become to modern luxury brands.

"I'm super excited to use Instagram influencers as part of our marketing strategy for this extraordinary home" said Joy Bender, co-founder of La Jolla-based Aumann Bender & Associates with Pacific Sotheby's International Realty, in a statement.

### Instagram influencers

It is no secret among luxury brands that influencers are incredibly popular and useful.

Instagram influencers in particular are playing a huge role in the marketing strategies of luxury brands today across categories. From fashion to beauty to real estate, influencers help customers navigate their options and discover the perfect brands for them.

On Saturday, June 23, Sotheby's International Realty and Aumann Bender & Associates will be hosting a gathering of influencers from throughout the country to promote the listing of a new \$7.75 million home.

The event will feature a live DJ, Champagne, photo booth and a private chef.



*Influencers are incredibly important in today's luxury business. Image credit: Sotheby's International Realty*

Real estate is not the only industry that has benefitted greatly from Instagram influencers. Beauty marketers have been early adopters of digital and influencer marketing, which have now proved to be effective for 98 percent of the industry.

Eighty-four percent of beauty brands have claimed to work with an influencer online in the past year, according to a survey from Celebrity Intelligence. The report says that for every 1 pound, or \$1.34 at current exchange, brands earned 8.81 pounds, or \$11.81, for an average positive return on investment ([see story](#)).

"Influencer marketing is a phenomenal way for brands to partner with everyday people who have a loyal following with high engagement," Ms. Bender said. "The influence that everyday people have on their audience is exponential in comparison to brand marketing."

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