

MARKETING

How luxury labels use LinkedIn to maintain connections

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Louis Vuitton men's SS21 digital campaign. Image credit: Louis Vuitton

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While platforms such as Instagram and Facebook have been deemed critical channels for brand development, luxury fashion brands should not overlook the effective marketing opportunities presented by networking site LinkedIn.

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In light of COVID-19, luxury consumers are now more concerned than ever with the stories and messaging behind the products they buy and the brands they engage with. As a result, brands have had to embrace new digital channels and think creatively about the messages they're sharing through these platforms.

"In some ways, LinkedIn already surpasses Instagram and Facebook in certain levels like time spent on the site, session duration, etc.," said Robbie Vann-Adibe, CEO of **Inpulsus**, San Francisco. "In terms of conversion rates for ads getting the click LinkedIn is nearly three times more effective.

"The question to ask if you are a luxury brand is: what other themes and messaging can we expose through LinkedIn that would help drive differentiation with our competition?" he said. "All in all, LinkedIn is a powerful and effective platform for all luxury brands to consider."

Connecting on LinkedIn

LinkedIn is mainly a business and employee-oriented professional networking online platform that not only allows job seekers to find employment opportunities, but gives companies an array of opportunities for branding in a professional environment. With such an expansive professional network, luxury brands could benefit from leveraging LinkedIn to reach consumers.

Luxury brands including Louis Vuitton, Tiffany & Co. and Gucci have active presences on LinkedIn, as do LVMH, Kering and Prada Group.

Content shared on LinkedIn ranges from the same marketing campaigns seen on Instagram, Twitter and other social networks, to press releases, company announcements and other internal communications.

Chanel shared its celebration of the art of dance on LinkedIn, Instagram and Twitter

Since the onset of the pandemic, fashion brands including Chanel, Louis Vuitton, Armani and Dior have used LinkedIn features such as LinkedIn Live and viewing rooms to livestream runway shows or organize exclusive digital events.

During November's [Launchmetrics](#) Performance digital summit in November 2020, Tatiana Dupond, head of luxury at [LinkedIn](#), argued digital fashion presentations have democratized luxury and made the experiences even more accessible to millions of consumers. Ms. Dupond encouraged brands to be consistent with their messaging and share the inspiration behind their collections, while being mindful of the audiences they are reaching.

The key to retaining engagement online is for brands to be authentic and have a sense of purpose that they are willing to share through various digital experiences, according to Ms. Dupond ([see story](#)).

Gucci reveals the first digital-recreation of a sustainable fashion line

By 2025, millennials and Gen Z are expected to represent more than half of the global luxury consumer market, and they are more interested in craftsmanship, meaningful stories and purpose especially in regards to social and environmental responsibilities.

"Smart marketers understand that the blurring of lines between business-to-consumer (B2C) and business-to-business (B2B) digital experiences is nearly complete, so while a LinkedIn member may not be shopping in the traditional sense that an online consumer might, they are in many cases the same individual," Inpulsus' Mr. Vann-Adibe said. "In an environment which can provide highly targeted messaging to highly targeted profiles, brands can engage inside LinkedIn to activate other areas of relevant content and interest, raising the visibility of their brand in areas that B2C marketing cannot."

Digital transformation

In addition to branding, LinkedIn provides a massive network for brands to connect with industry professionals and prospective employees in innovative and creative ways. This is especially crucial as many corporate employees continue to work remotely, making it more challenging for management to keep workers engaged.

As the work-from-home model becomes more commonplace and consumers spend more time on the computer, digital transformation is key for brands to survive a post-COVID world. The vast majority of managers and employees believe a digital transformation, including support for remote work, client relationships, internal processes and marketing, will help their organizations adjust more easily to a post-pandemic climate, according to Boston Consulting Group ([see story](#)).

For instance, French-Italian outerwear brand Moncler used LinkedIn to reach out to its network of employees, encouraging them to dedicate two working days to volunteer in their local communities.

Others go a step further and use the platform to engage with prospective employees.

Last month, LVMH positioned itself towards recent college graduates by prompting its LinkedIn followers to ask questions in the comments in regards to pursuing a career within the LVMH ecosystem. The post attracted more than 15,000 views, 150 comments and 1,635 likes.

"Many luxury brands utilize LinkedIn for a variety of corporate-focused initiatives, such as talent recruitment, industry thought leadership, corporate development and sustainability," Mr. Vann-Adibe said. "While LinkedIn is not particularly a driver of consumer engagement towards actual sales, it is an important and growing lever in communicating luxury brand messaging to all of its industry partners."