

INTERNET

Webinar on April 23: Tapping social media without diluting the luxury brand's mystique

March 20, 2013



By STAFF REPORTS

[Please click here to register for the free webinar, "Tapping social media without diluting the luxury brand's mystique"](#)

Luxury brands and retailers have taken to social media like ducks to water, sharing the brand message via announcements, contests and videos. Yet marketers grapple with the twin social issues of ROI and making sure the brand does not lose its luxury aura.



In this free hour-long webinar on Tuesday, April 23 at 2 p.m. to 3 p.m. ET, panelists from McCann Worldgroup's MRM, Style Coalition, Pandemic Labs and B Culture Media will discuss how luxury brands and retailers should tackle social media by maximizing marketing and retail effectiveness without crossing the bounds of familiarity.

"Social media has opened up an opportunity for the luxury brand to communicate with customers and prospects and have them respond with demonstrations of loyalty and, in some cases, dissent," said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

"Indeed, social is no longer just about posts and video uploads, but a full-time image management job that carries with it responsibilities and risks," he said. "Building a fan

base on social platforms is easy, but sustaining their interest – and, at some point, their business – is not easy.”



To answer key issues, Luxury Daily has put together a free webinar on Tuesday, April 23 at 2 p.m. as part of a continuing series of discussions on luxury marketing and retail issues and opportunities.

Luxury Daily editor in chief Mickey Alam Khan will moderate.

[Please click here to register.](#)

Topic

[Tapping social media without diluting the luxury brand's mystique](#)

Date and time

Tuesday, April 23 at 2 p.m. to 3 p.m. ET

Focus

How luxury marketers and retailers must tackle social marketing for ROI and brand awareness without diluting the brand's mystique.

Themes

- ☒ What is social media's allure to luxury brands and retailers?
- ☒ Which brands stand out in their use of social?
- ☒ Which social channels serve luxury's needs best: Facebook, Twitter, Pinterest, Instagram, LinkedIn or blogs?
- ☒ How inextricably linked are social and mobile?
- ☒ How to measure ROI from social marketing
- ☒ What not to do in social
- ☒ Key best-practice tips for effective social marketing

Panelists

Yuli Ziv, founder/CEO, Style Coalition

Matt Peters, cofounder and creative director, Pandemic Labs

Gretchen Ramsey, vice president of strategy, McCann Worldgroup's MRM

Ralph Jovine, president/CEO, B Culture Media

Moderator

Mickey Alam Khan, editor in chief, Luxury Daily

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