

WEBINAR

## Webinar on Sept. 25: Crafting holiday marketing strategy in an omnichannel, multigenerational and highly promotional environment

July 30, 2013



By STAFF REPORTS

[Register for this free webinar Sept. 25 at 2–3 p.m. ET on crafting holiday marketing strategy in an omnichannel, multigenerational and highly promotional environment.](#)

While luxury brands have bravely withstood the economic headwinds battering mainstream marketers, they cannot take for granted the continuing resilience of their customer base. With the right marketing and retail tacks, the approaching holiday season may be just the trigger needed to entice consumers to maintain or even up their spending on luxury goods and services.

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**Luxury Daily**

In this hour-long [free webinar](#) on Wednesday, Sept. 25 at 2 p.m. ET, panelists will also discuss how luxury brands and retailers must craft effective omnichannel strategies and tactics to generate new business from younger, more digitally savvy consumers while retaining the loyalty of existing customers comprising Baby Boomers and Generation X.

“Bridging the gap between generations is the defining year-round challenge for most

luxury marketers, but come holiday season, marketing has to work overtime to encourage consumers to show the love,” said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

“Several trends will define holiday 2013, key among them a highly promotional atmosphere due to growth pressures and the proliferation of marketing, media and retail channels, as well as the increasingly influential role of digital via ecommerce and mobile commerce,” he said.

Given this expected state of affairs, what are luxury brands and retailers expected to do to not only meet last year’s holiday numbers but also exceed them?

This webinar will discuss how holiday marketing must evolve in an increasingly omnichannel retailing environment, the role of in-store and online customer service as digital channels sway more purchase decisions and the branding challenges and opportunities with the proliferation of marketing and retail channels.

[Please click here to register for the free webinar on Sept. 25 at 2-3 p.m., “Crafting holiday marketing strategy in an omnichannel, multigenerational and highly promotional environment.”](#)

#### Topic

Crafting holiday marketing strategy in an omnichannel, multigenerational and highly promotional environment

#### Date and time

Wednesday, Sept. 25, 2013 at 2 p.m. to 3 p.m. ET

#### Focus

How holiday marketing must evolve in an increasingly omnichannel retailing environment, with tips and best practices for branding and customer acquisition and retention over the festive season

#### Themes

- Are holidays becoming more critical to luxury marketers’ bottom line?
- How luxury brands and retailers must adapt in an increasingly omnichannel retailing environment
- How to avoid diluting the brand in a highly promotional holiday atmosphere
- Providing exceptional holiday shopping experiences in-store, online and on mobile
- Marketing messaging that will resonate this holiday season aimed at different generations
- How to attract international holiday customers even as China and Europe slow down
- What not to do in luxury marketing over the holidays

#### Panelists

Anthony Cennamo, publisher, The Wall Street Journal's WSJ. magazine

Pam Danziger, president, Unity Marketing

Andrew Sacks, president, Agency Sacks

Moderator

Mickey Alam Khan, editor in chief, Luxury Daily

Panelists will take questions from the attendees.

Attendees to this **free webinar** on Sept. 25 can request a copy of the presentation deck.

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