

CLASSIC GUIDES

## Luxury Daily's Classic Guide to Luxury Marketing

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By STAFF REPORTS

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While the global economy is going through ups and downs – trouble with the BRICS, marginal recovery in parts of the EU and regained consumer fervor in the United States – luxury brands and retailers have managed to hold their own and even grow.

One of the contributing factors toward this luxury resilience is sound marketing built on a foundation of strong brand values, continued stoking of audience desire and consumer engagement in the channels and mediums that matter.

Yet, every now and then, even the more experienced luxury professionals seek marketing counsel from veterans, which is what this second Classic Guide to Luxury Marketing is designed to do: offer tactical, strategic and executional best-practice tips for multichannel marketing.

Expert tips

In this mix of opinion pieces, Q&As and reports from Luxury Daily team members, readers will find valuable advice on disparate topics such as print advertising's role in the product as hero, social and mobile's role as disruptors and the clever art of storytelling.

Also included are discussions on how affluent consumers are less loyal as they grow more informed, tips to handle the showrooming phenomenon, the lack of an omnichannel focus and why bloggers are key players. A must-read Q&A is on how focus is an important ingredient in a luxury brand's success.

A big thank-you to industry experts such as Unity Marketing's Pam Danziger, Affluent Insights' Chris Ramey, Plastic Mobile's Melody Adhami, SapientNitro's Chris Cobb and ShopIgniter's Marko Z. Muellner.

Many thanks also to Ries & Ries' Al Ries, iProspect's Andrea Wilson, Digital Brand Architects' Karen Robinovitz, Morpheus Media's Shenan Reed and Siegel + Gale's Elspeth Ross. Please reach out to these contributors and tap their expertise in luxury marketing and retail.

Finally, thank you to Tricia Carr for laying out the book and to Erin Shea as well – they played a key role in this publication's coverage of luxury marketing and retail. The Classic Guides are part of Luxury Daily's repertoire of luxury-focused media offerings, including the daily newsletter edition as well as annual conferences such as Luxury FirstLook, Luxury Roundtable and the Luxury Retail Summit.

Please read this guide cover to cover. It is designed to help smart luxury marketers get smarter.

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