
Organic Marketing for the Luxury Sector

Charlie Norledge & Emma Carstairs

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What we'll be covering today

1

The state of the luxury market

2

Changing search results

3

Speed

4

Using AI

5

Building authority

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Charlie Norledge
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Digital PR Strategist

The state of the luxury market

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—
Since COVID-19,

online shopping demands for the

Luxury Market have accelerated as

consumers seek convenience, accessibility

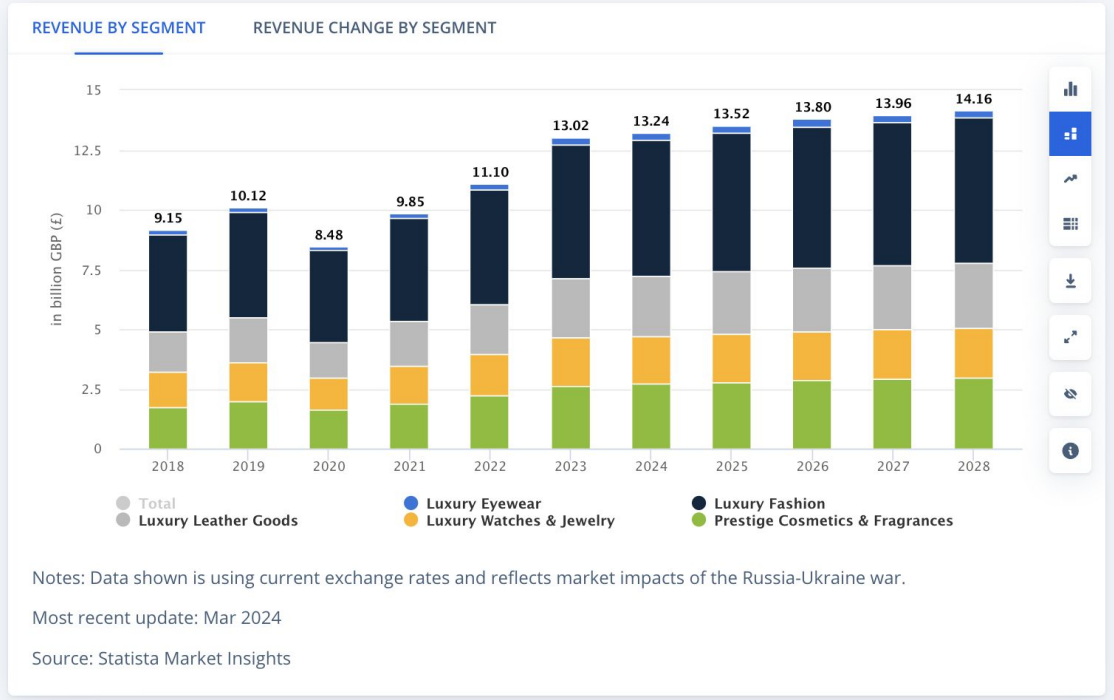
and immersive online experiences.

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In 2024, the Luxury Goods market is projected to generate £13.24bn in revenue...

Revenue



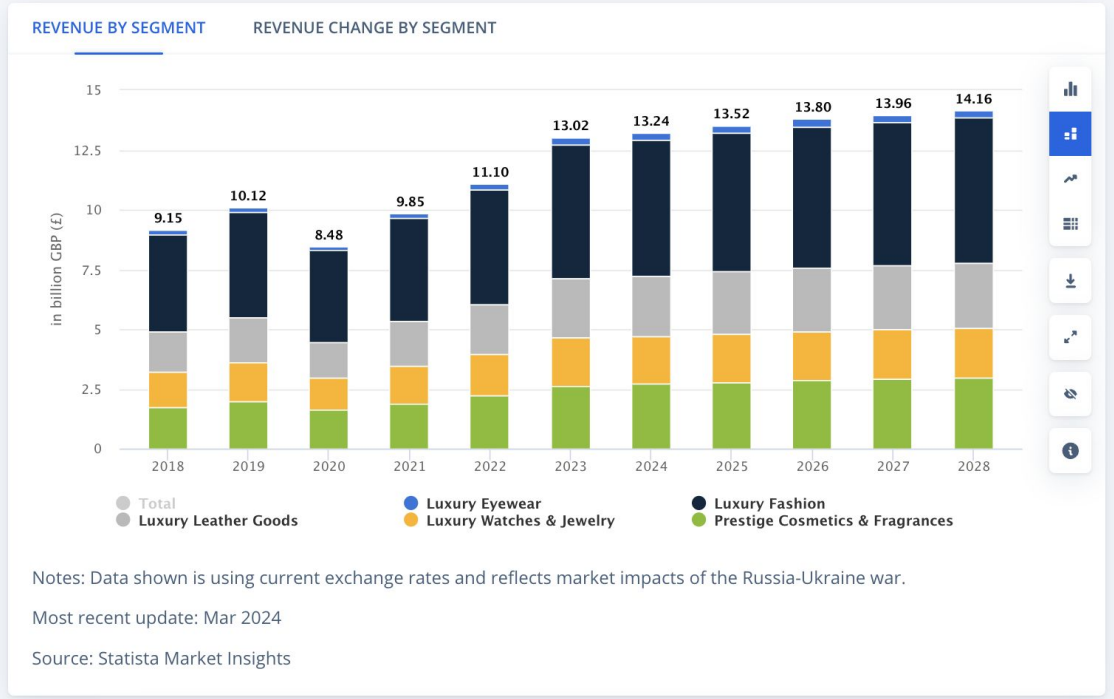
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In 2024, the Luxury Goods market is projected to generate £13.24bn in revenue...

With Luxury Fashion accounting for £5.68bn.

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Revenue

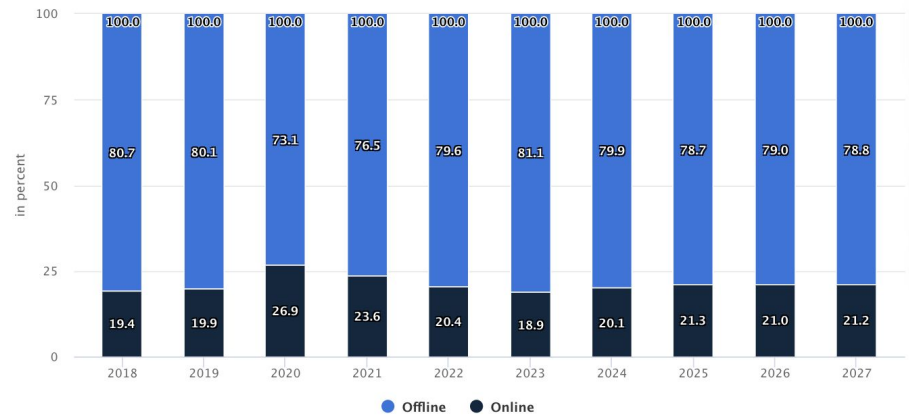


Online sales are predicted to generate 20.1% of the total revenue for the Luxury Market.

Sales Channels

ONLINE REVENUE SHARE

MOBILE/DESKTOP SPLIT



Most recent update: Mar 2024

Source: Statista Market Insights

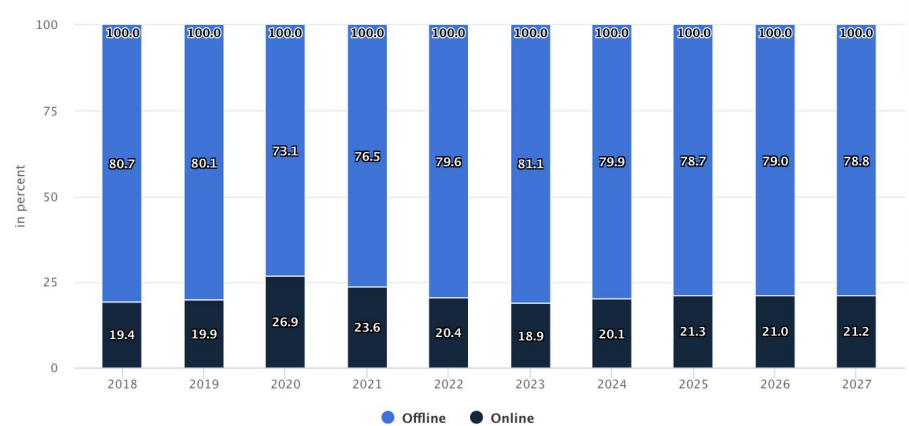
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And over the next 3 years, online sales will take an increasing share of overall revenue.

Sales Channels

ONLINE REVENUE SHARE

MOBILE/DESKTOP SPLIT



Most recent update: Mar 2024

Source: Statista Market Insights

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What organic challenges do Luxury Brands face as shopping behaviour shifts towards digital channels?

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**Reacting to
changing search
results and demand**


**Limited search
volume for niche
products**

**High competition
against significant
authority websites**

**The balance
between quality and
speed of assets**

**Showcasing trust
and expertise for
consumer search
journeys**

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By leveraging a holistic Organic marketing strategy, Luxury Brands can turn these challenges into opportunities to connect with new customers and drive online revenue.

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**Organic results are changing
and brands will need to react**

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There are two main changes we're seeing this year

Organic shopping
becoming more
prominent

AI overviews
appearing in UK
search results

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Organic shopping results have started to appear on **high intent** ecommerce terms that luxury brands will want to compete on.

white designer bag small

All Images Products Product sites News Videos Maps More Tools

Cross-body Shoulder Bag Tote Clutch Satchel Women's Men's Gucci

fashionette UK
https://www.fashionette.co.uk > Handbags - White

White designer handbags
Shoulder Bag, £123.10. Wishlist. Valentino Garavani, Small Shoulder Bag White, Valentino Garavani, Small Shoulder Bag White, Crossbody Bag, £1,871.50. Wishlist.

Flannels
https://www.flannels.com > Women > Bags

White Designer Bags
Shop our collection of white designer bags at Flannels. Choose from a range of styles by luxury brands Balenciaga, Valentino, Gucci and more.

Women's Valentino Bags...
£68.00
House of Fra..., 1+
5.0 ★★★★★ (2)

Michael Kors Women's Jet Se...
£170.00
Selfridges, 1+
4.8 ★★★★★ (56)

Valentino Women's Ada...
£68.00 Was £92
Amazon.co.uk, 4+
4.5 ★★★★★ (72)

Womens Valentino Bags Alexia Mini...
£118.00
wardow.com/uk
3.7 ★★★★★ (3)

Massimo Dutti Women Nappa Leather Mini Bag
£169.00
Massimo Dutti

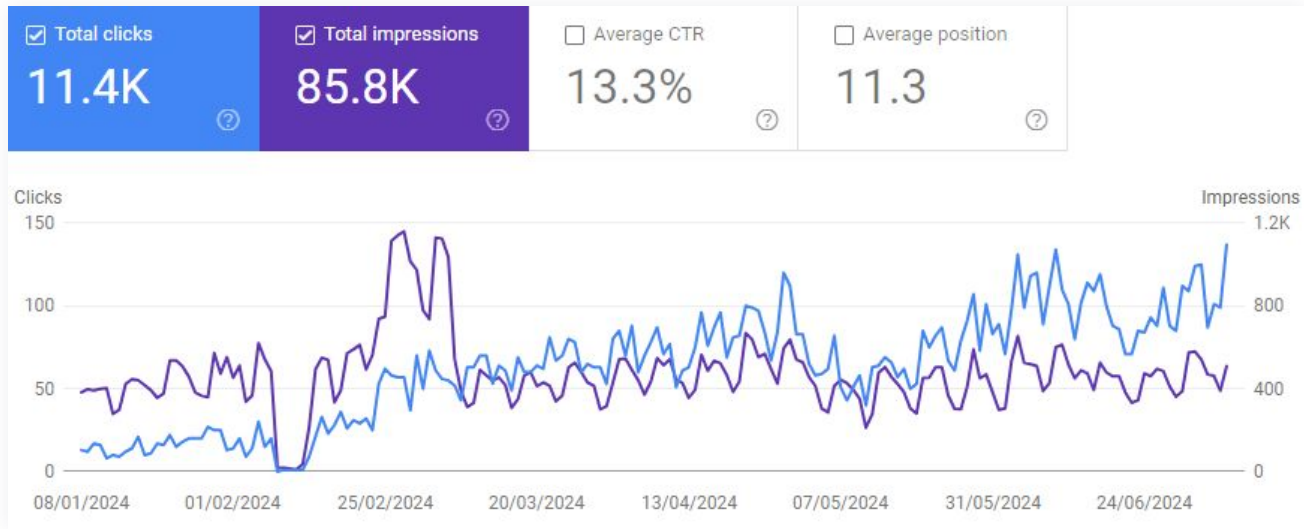
Diesel 1dr Xs Bag
£205.75
Lyst, 4+

Return to Tiffany Nano Bag
£570.00
Tiffany & Co. UK

Valentino Bags Divina Bianco...
£60.00
Sports Direct, 2+
3.9 ★★★★★ (157)

View more products →

Ensure your paid & organic teams are working together on the shopping feed.



AI overviews have started to roll out in the UK search results.

How to Care for and Clean Louis Vuitton Bags

All Videos Images Products News Books Web More Tools

AI Overview Learn more

Here are some tips for caring for and cleaning Louis Vuitton bags:

Regular cleaning

Clean your bag regularly with a soft, damp cloth to prevent dirt and stains from damaging the bag. For leather bags, you can use a mild soap and water solution, but test it on a small area first. Avoid getting water on the hardware and printed portions of the bag. For PVC bags, you can use a damp cloth or alcohol-, detergent-, and fragrance-free baby wipes. You can also wash PVC bags with leather shampoo and a nylon brush, but avoid washing the hardware and vachette leather.

Avoid harsh chemicals

Don't use harsh chemicals like alkali or acids to clean or whiten leather bags.

Show more

To avoid such abrasion, limit the contact to hard or rough surfaces (walls, rugs, concrete) and rotate the use of your handbag to ensure optimal wear and longevity. For cleaning, **use a soft, damp cloth with slightly soapy water, avoiding the printed portions.**

Louis Vuitton
<https://us.louisvuitton.com> > [eng-us](#) > [faq](#) > [products](#) > L... ⋮

Leather Goods Product Care | LOUIS VUITTON®

About featured snippets • Feedback

People also ask ⋮

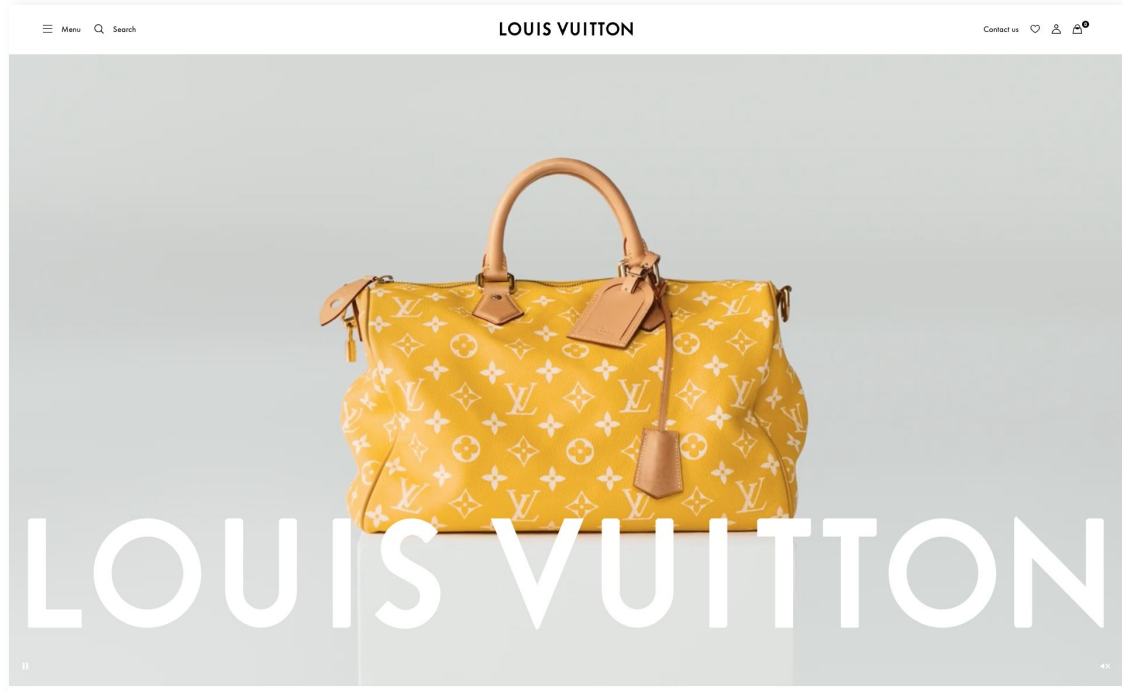
- How to properly clean a Louis Vuitton bag? ⌵
- Can you take your Louis Vuitton to get cleaned? ⌵
- Should you store Louis Vuitton bags in a box? ⌵
- Can you use leather conditioner on Louis Vuitton bags? ⌵

Feedback

**Luxury websites are heavy and
this impacts pagespeed**

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**Video is
expensive and
can be slow**



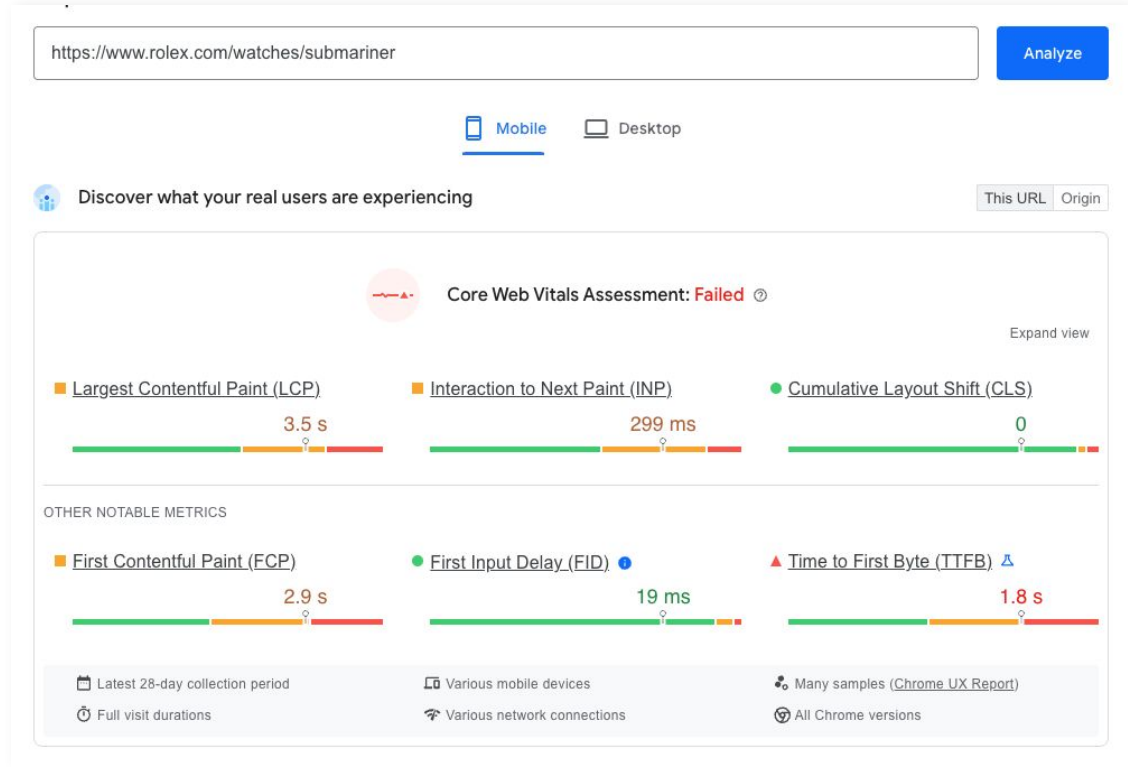
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**High quality imagery
is a trade off between
performance and
clarity**



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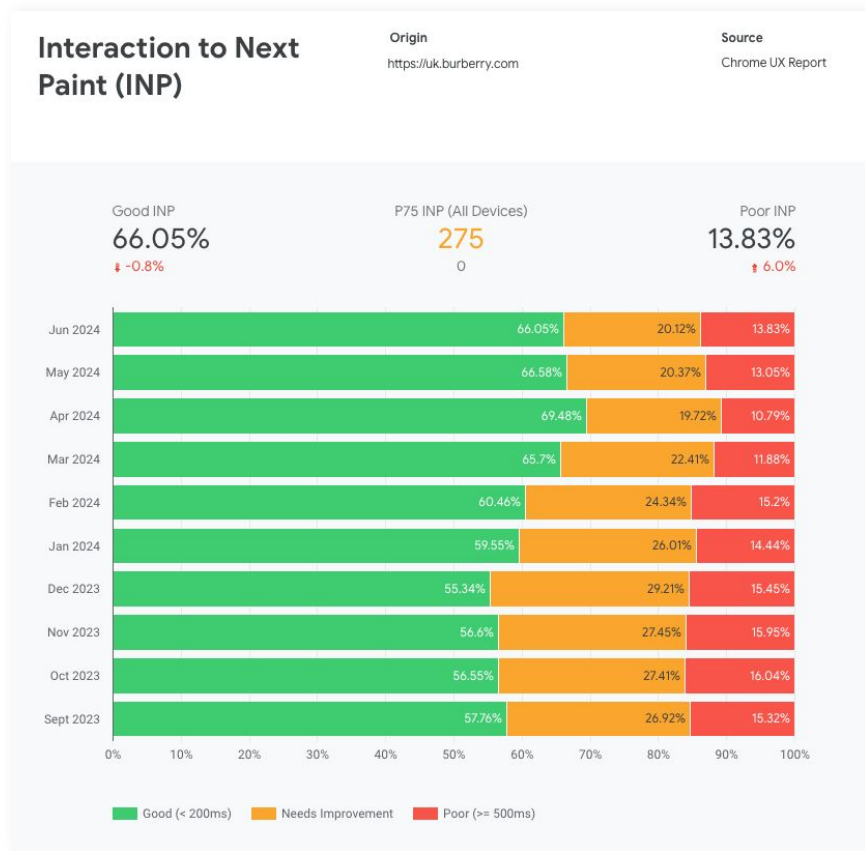
This will impact core web vitals



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Create a free dashboard and monitor these metrics overtime.

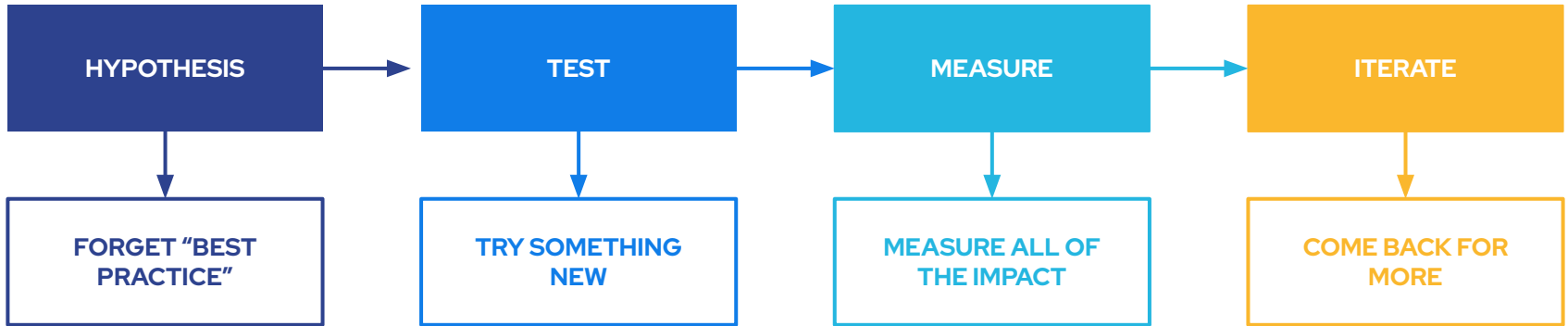
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Adopting a testing mentality

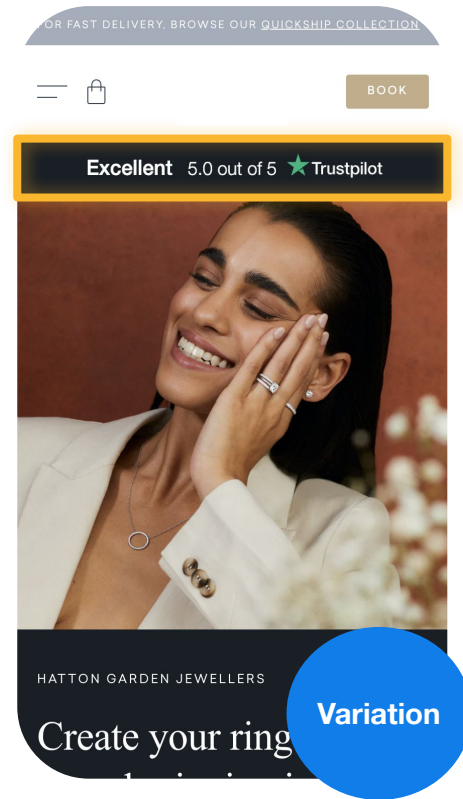
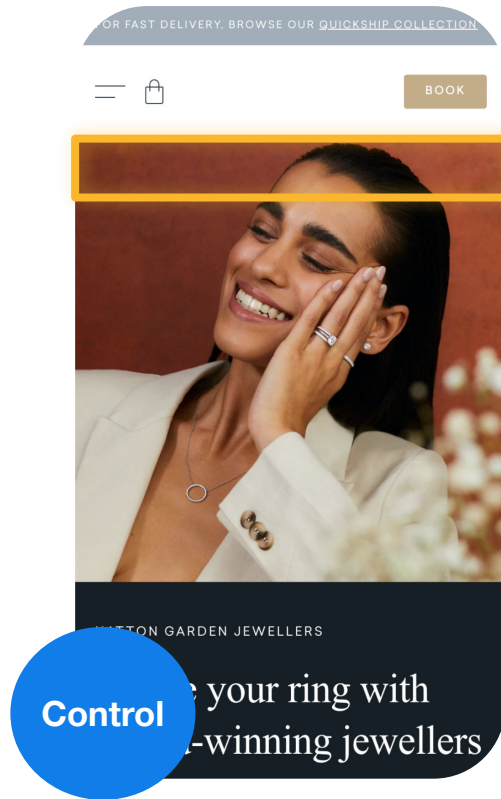
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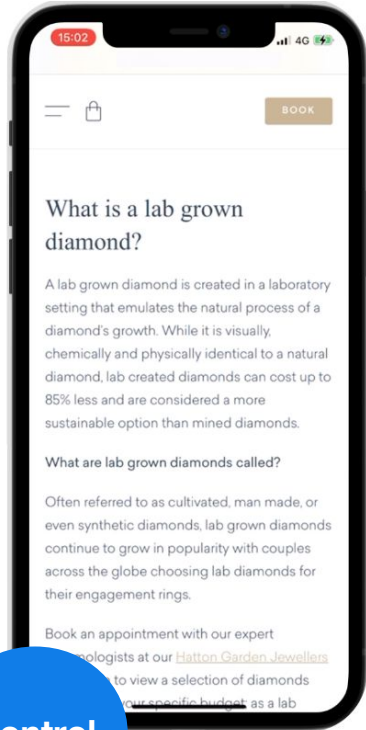
Test, Measure, Iterate, WIN.



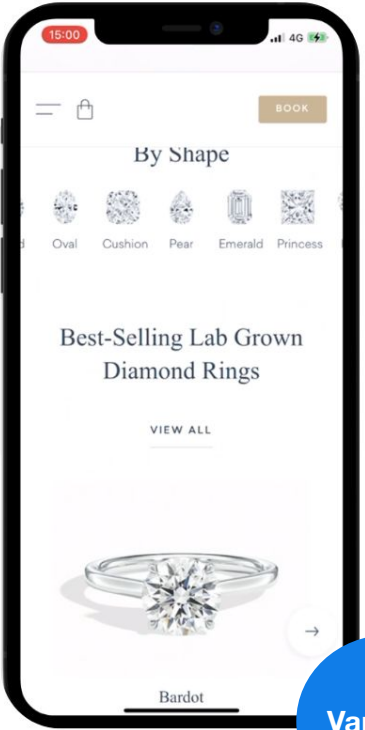
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Control



Variation

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Continuous testing using to find out what works



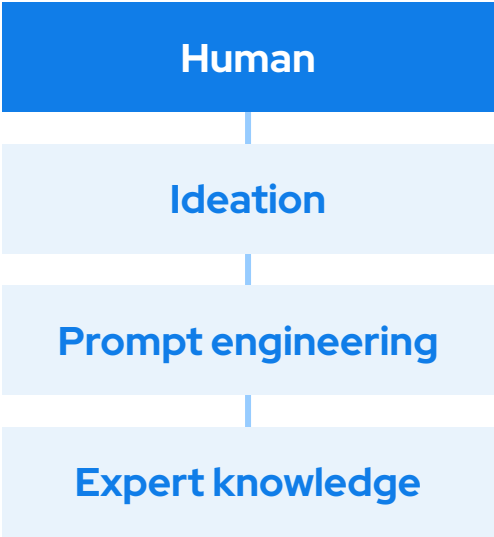
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Generative AI is now part of a marketers workflow

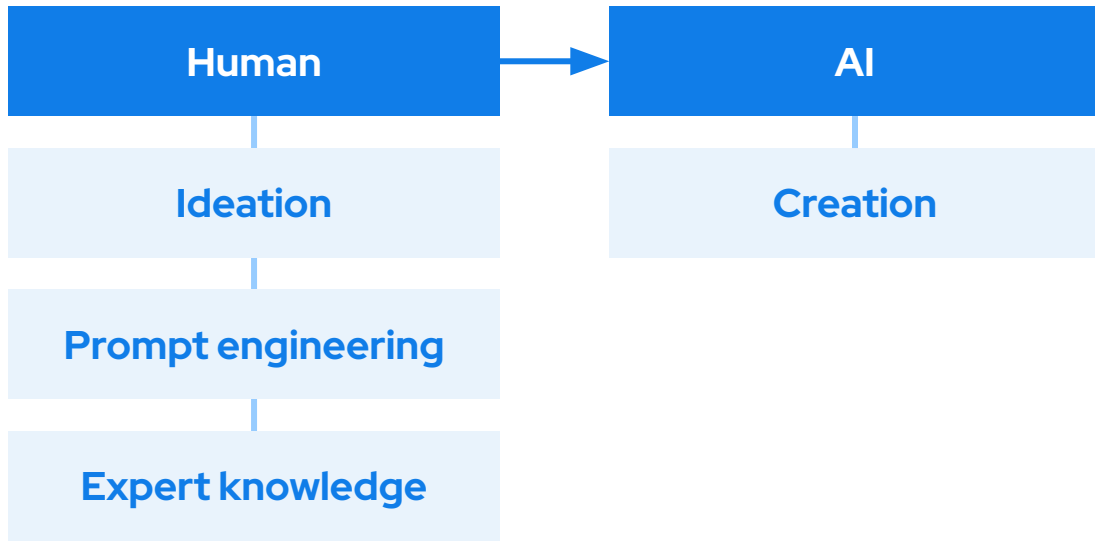
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Have a **human at the start and end of any process that involves the use of AI to generate content.**

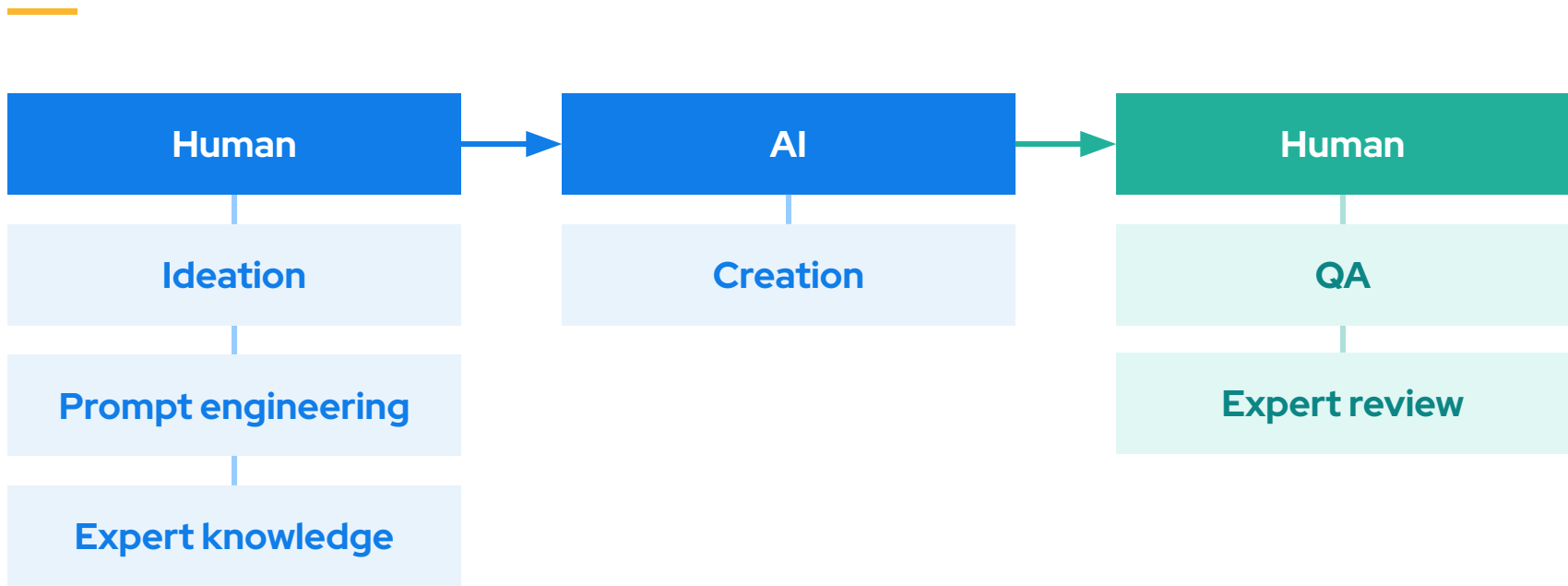
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**There are some
straightforward best practices
that give a human element
when using AI**

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Make your prompts clear and detailed

AN

Act like an UX writing expert and write five article ideas to post on Medium. Use long-tail keywords from the UX domain.



1. "Maximizing User Engagement Through Microcopy: Tips and Tricks for UX Writers"
2. "Designing for Inclusivity in UX Writing: How to Create Accessible and User-Friendly Content"
3. "The Role of UX Writing in Design Systems: How to Create Consistent and Scalable Content"
4. "Creating Emotional Connections Through UX Writing: How to Use Language to Enhance the User Experience"
5. "The Importance of User Research in UX Writing: How to Use Data to Inform and Improve Content Strategy"

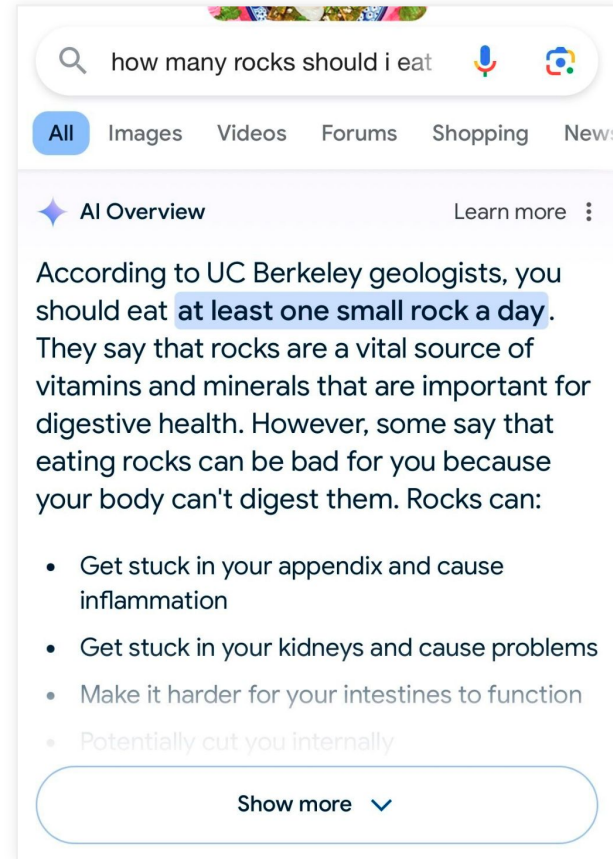


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Fact check your AI outputs!

Hallucinations can happen where false information is added which can harm your content.

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Search: how many rocks should i eat

All Images Videos Forums Shopping News

AI Overview [Learn more](#)

According to UC Berkeley geologists, you should eat **at least one small rock a day**. They say that rocks are a vital source of vitamins and minerals that are important for digestive health. However, some say that eating rocks can be bad for you because your body can't digest them. Rocks can:

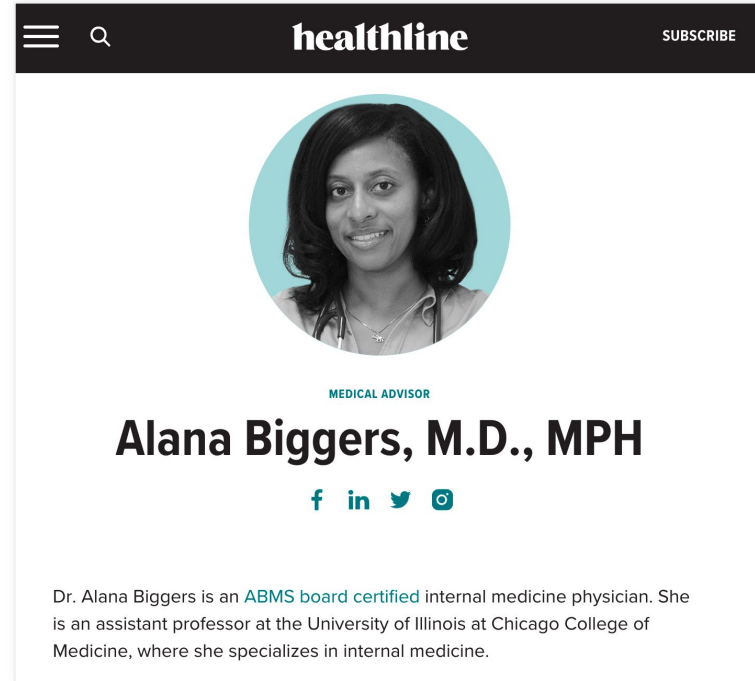
- Get stuck in your appendix and cause inflammation
- Get stuck in your kidneys and cause problems
- Make it harder for your intestines to function
- Potentially cut you internally

[Show more](#)

AI won't replace human expertise



The screenshot shows the top navigation bar of the Healthline website with a menu icon, a search icon, the 'healthline' logo, and a 'SUBSCRIBE' button. The main heading is 'Everything You Need to Know About Allergies'. Below the heading is a small circular profile picture of a woman and a line of text: 'Medically reviewed by Alana Biggers, M.D., MPH — Written by Brian Krans and Kimberly Holland — Updated on January 9, 2024'. A horizontal list of teal-colored links follows: 'Symptoms | Skin allergies | Causes | Treatments | Natural remedies | Diagnosis | Blood test | Prevention | Complications | Asthma | Cold | Cough | Bronchitis | Babies | Takeaway'. The main text begins with 'An allergy is an immune system response to a foreign substance, or allergen, that's not typically harmful to the body. They can include certain foods, pollen, or pet dander.'



The screenshot shows the top navigation bar of the Healthline website with a menu icon, a search icon, the 'healthline' logo, and a 'SUBSCRIBE' button. The main content features a large circular profile picture of Alana Biggers, a woman with dark hair wearing a white lab coat and a stethoscope. Below the photo is the text 'MEDICAL ADVISOR' in teal. Underneath is the name 'Alana Biggers, M.D., MPH' in a large, bold, black font. Below the name are four teal social media icons: Facebook, LinkedIn, Twitter, and Instagram. At the bottom of the page is a paragraph: 'Dr. Alana Biggers is an ABMS board certified internal medicine physician. She is an assistant professor at the University of Illinois at Chicago College of Medicine, where she specializes in internal medicine.'

Key Takeaways

- The search results are always changing and luxury brands will have to react to new features and options
- Go beyond best practice and test your way to organic success
- Balance quality and speed with any of your imagery and video
- Have a human involved in any use of generative AI

Digital PR takes the foundations of traditional PR, utilising the same brand-led tactics to build trust and authority through links, brand mentions and coverage in reputable and relevant sites.

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The activity seeks to earn links from high authority domains (generally news sites) back to the target site to help influence a website's rankings within search engines.

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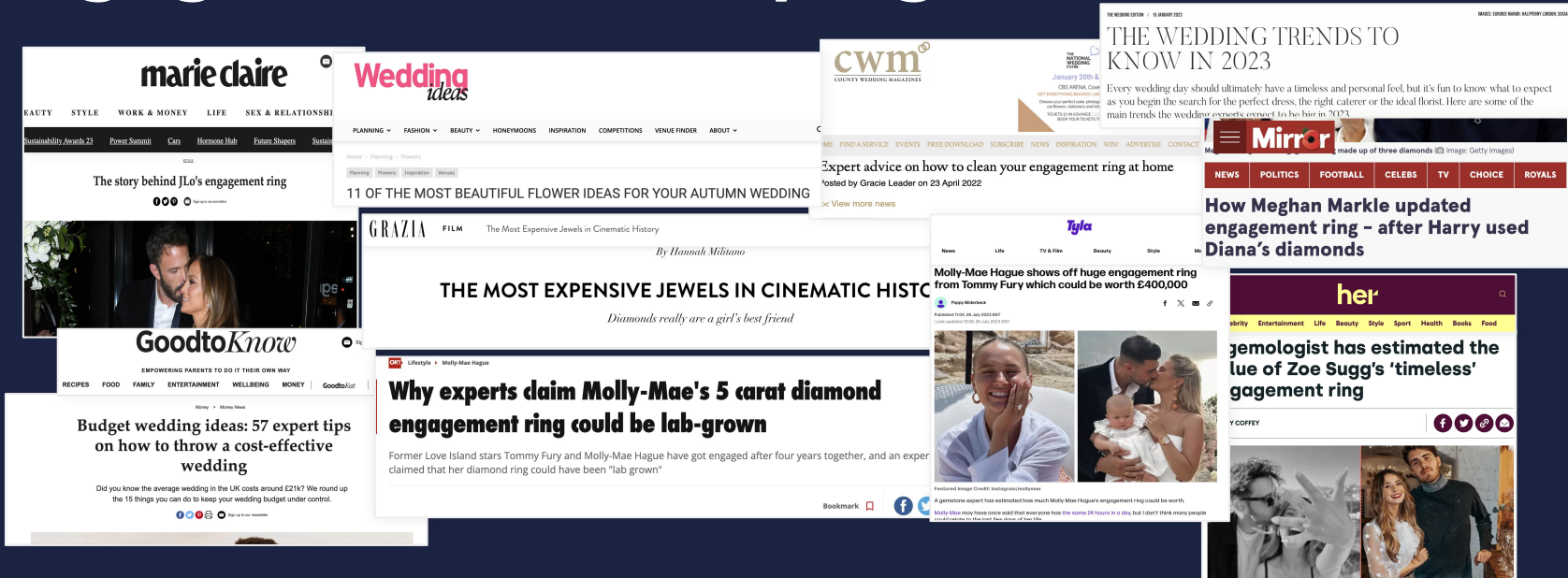


There's multiple Digital PR tactics available to us to help drive links and coverage



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Through these tactics, you drive relevant coverage from target publications with engaged readers, helping to build trust



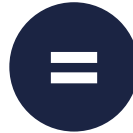
You'll start to rank higher for your target money keywords

lab grown diamonds	31%	9.9K	-33%	1	+10		
lab diamonds	83%	4.4K	-	1	+14		
lab created diamonds	83%	1.6K	-57%	1	2	+10	
lab grown diamonds uk	73%	1.6K	-70%				
lab made diamonds	72%	880	-32%				
lab diamonds uk	75%	590	-55%				
lab created diamonds uk	62%	260	-81%	1	+4		
lab made diamonds uk	20%	170	-72%	1	+4		
lab grown diamonds london	71%	320	-18%	1	3	+1	
buy lab grown diamonds	75%	140	-33%	1	2	+2	
man made diamonds uk	83%	140	-56%	1	+2		
synthetic diamonds uk	45%	50	-55%	1	+2		

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Digital PR aligns perfectly with Google's Search Generative Experience developments

Google is taking content from across the web to generate 'snapshots,' putting weight on content created by real people and sourcing information from trusted sources.



You need to consider the strength of your onsite content and aim to be that trusted source. Consider the end user at all points in DPR strategies to drive awareness and provide desired information throughout the search journey.

You need to ensure your DPR strategy is set to benefit...

Public perceptions
of your expertise

Tone associated
with your brand by
third parties

Important trust
signals across the
internet

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News sites are naturally authoritative.

Being associated and covered by one is a valuable trust signal proving to prospective customers that your business is reliable and credible.

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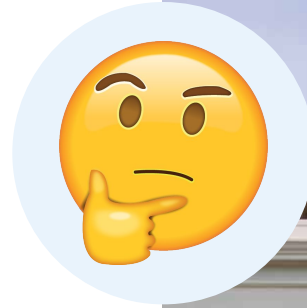
A brief example

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Our customer is in the market for a new luxury bed.

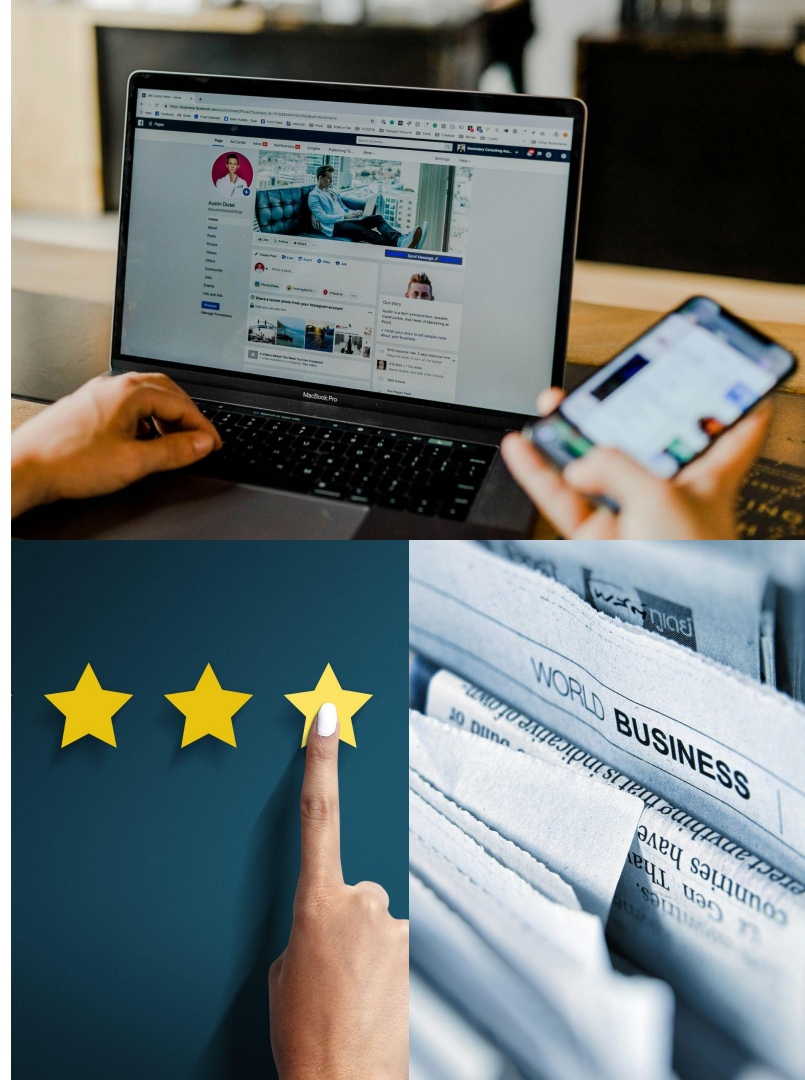
And So To Bed is a brand **in consideration** but they don't know too much about them.

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As part of researching the brand, along with checking out their **social media**, **TrustPilot reviews** etc they may also check the **news**.

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No coverage, or even negative press coverage that isn't counteracted through proactive DPR activity could cast **doubt over trust** placed in the brand, preventing a conversion



But when googling
And So To Bed, due
to proactive DPR
activity, we can see
positive press
coverage that
showcases
expertise

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8 bedroom decor trends for 2020 and how And So To Bed can help you achieve them

Whether bold and blue, glamorous in gold or textured retreat from the world is what you seek, this new Manchester showroom has the answers to boring...

9 Oct 2020



FN Furniture News

Vispring appoints new MD

Martin Gill has been appointed MD of luxury bedmaker Vispring, in the wake of Jim Gerety's retirement.

31 Jan 2023



TI The Independent

Independent-backed Christmas appeal reaches target to give 500 children beds for the first time

Your generosity ensures that hundreds of disadvantaged youngsters will have their own bed to sleep in this Christmas for the first time – as you raise...

19 Dec 2023



IH Ideal Home

Experts warn that you shouldn't be making your bed every



Positive news coverage that's centred around **expertise** validates customer decision-making and adds a needed **trust signal** to the conversion process



Leverage the power of expert commentary to establish trust

- Expert comments are priceless nuggets of wisdom shared by industry spokespeople.
- These insights can come from experts within your organisation or be sourced externally.
- Incorporating these comments, help give your DPR activities credibility and depth.
- Expert comments are a great way to engage journalists and catch their attention.
- As a result, your efforts can help earn powerful backlinks from high-authority publications, contributing to improving your SEO performance and all-important E-E-A-T signals.



How to find the right experts within your business

Do they have experience in the topic?

Do they have any thoughts on the topic?

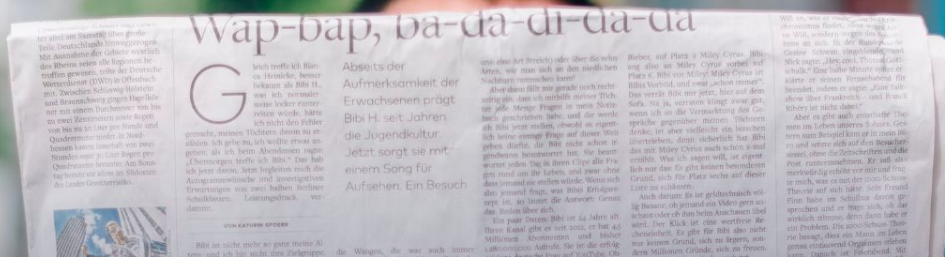
Are they willing to help, and what is their availability?

Are they happy to be named and pictured and in some cases speak to journalists directly?

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**Your business is
brimming with
newsworthy potential!**

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But where is it and what can it do?

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Digital PR Strategy

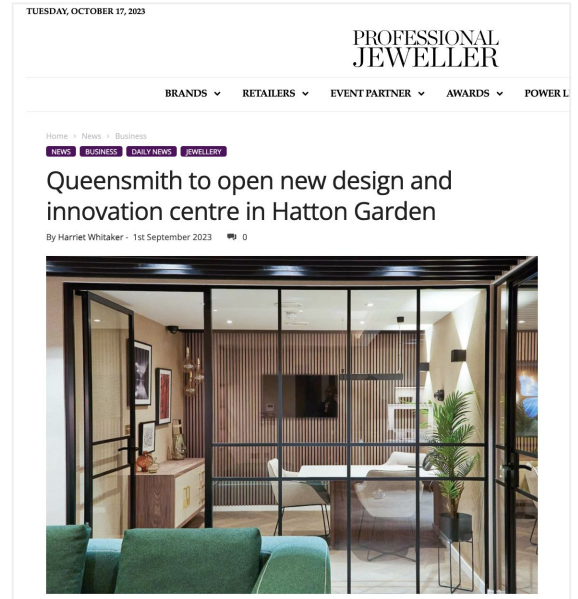
Finding your internal assets

1

Your business

Your business itself naturally has newsworthy potential. There is appetite from specific press to hear about what your business is doing and there's key questions you can ask yourself:

- Have we grown in the last year?
- Have we won any awards recently?
- Have we launched a new service or product?
- Have we made any new hires?
- Have we moved offices?



Digital PR Strategy

Finding your internal assets

2

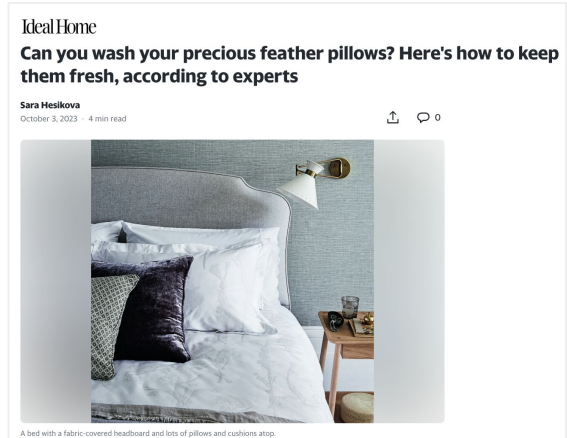
Your people

Every business is brimming with experts. From your Head of Product, to Head of Finance to specific engineers, customer service reps etc etc.

Journalists need expert voices, so find those within your company.

Consider:

- Who can speak as an authority on your business?
- What parts of the business are interesting and can be applied to the general public?
- Do your people have any notable thoughts or opinions?



H/A/R/O



ResponseSource

Digital PR Strategy

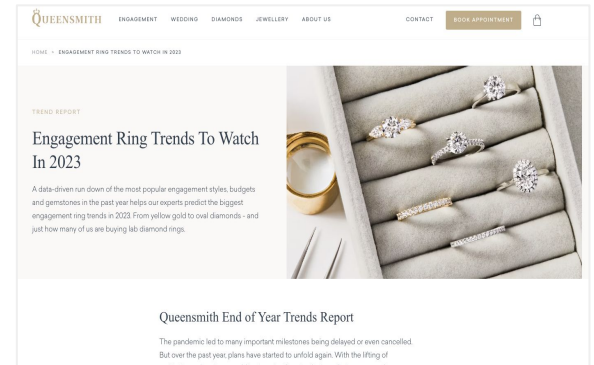
Finding your internal assets

3

Your data

Your data is inherently interesting, and your business is full of insights that reflect consumer behaviour and show trends, this matters to the public. So ask yourself:

- What data do we have to hand?
- Do we have insights on customer behaviour?
- Would readers be interested in our data and what can it highlight?
- Can you display your data for journalists?



Digital PR Strategy

Finding your internal assets

4

Your customers

All stories benefit from a human interest angle at the core and your customers are key to providing that. PR activity should tap into issues that impact customers and so the people themselves should illustrate stories. Work with your database of customers to find:

- Those that can talk about an issue you want to highlight through PR
- Those with success stories where your business has helped



Key Takeaways

- Digital PR is an effective way to establish your brand as a trusted source not just with Google but also potential customers
- Expert comments are priceless nuggets of gold that add authority to your digital PR activity and help to position you as a thought leader in your industry
- Your business is brimming with newsworthy potential, utilise business wins, your people, your customers and your data to leverage quick wins.

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