



OVERVIEW

LuxeHome is “the world’s largest collection of premier boutiques for home building and renovation.” Given their status within the industry and their prominent location on the first floor of Chicago’s Merchandise Mart, LuxeHome already retained strong brand recognition among a core audience of buyers and contractors. However, their understated presence on the web presented a substantial missed opportunity for expanding brand awareness and the customer base for their tenants. Our team managed LuxeHome social media—developing strategy and establishing a stronger presence across all major platforms—with the ultimate goal of creating a dynamic arena for audience engagement and inspiration.

THE CHALLENGE

LuxeHome’s ambitions on social media were threefold. First, to generate brand awareness for themselves among a greater audience. Although their brand is well-regarded in their own community, LuxeHome recognized opportunity in reaching a wider audience of contractors, designers, and home-owners.

Second, LuxeHome needed to generate foot traffic and help increase sales for over 30 tenants. Boutiques specializing in everything from window treatments, to brass fixtures and flooring are represented at LuxeHome; they wanted to employ their own social platforms to aid in these tenants success.

Third, LuxeHome aimed to generate buzz for all manner of events, including trade shows, grand openings and charity galas. These events attract potential clientele for the LuxeHome boutiques, and further their connection with the communities they serve. Social media presented an effective option for promoting these events.



THE SOLUTION

Working closely with our counterparts at LuxeHome, IDM created a social media plan. This included preparing for important events in the social calendar, and identifying key content to share on behalf of LuxeHome's tenants. As the social media push went forward, the team regularly re-visited the plan and adjusted course to meet maximum potential.

The team posted content to LuxeHome social media—Facebook, Twitter and Instagram, in particular—multiple times weekly. Knowing the nature of the product and LuxeHome's target audience, posts were visually-oriented to showcase the beauty of individual products and share the sensory experiences from particular events.

LuxeHome CHILL, for example, is a major event on their calendar. IDM built anticipation by sharing photo galleries from previous CHILL events, which raise money for charity by hosting the Chicago elite for a premier wine and culinary showcase. On the day of CHILL, IDM amplified anticipation by posting photos and videos, such as chefs preparing food and mouth-watering shots of the wine and food served.

To keep audience participation up during the event, IDM shared real-time content in various formats, using our LuxeHome hashtag and handle in each post. The #luxehomechill hashtag helped the audience keep track of the event from beginning to end. It also served to create a sense of cohesiveness in our campaign.

THE RESULTS

Due to the work IDM put forth, LuxeHome's social media channels were regularly put to use to meet all of their needs. Via our regular content-creation, followers/likes increased across all of LuxeHome's platforms. In all, IDM managed to implement a successful campaign for the client. In their words:

"THANK YOU, THANK YOU, THANK YOU to you and your entire team! We were so thrilled with the social media support for CHILL and with the results. I received several comments on how fantastic it was and we so appreciate it!"

-B.L., Marketing Director