

# OPENING NEW LUXURY DOORS

Luxury brand expands partnership marketing horizons through a performance PR program.





Our client, a luxury jewelry retailer, wanted to align the company's affiliate program with its brand messaging, becoming less promotional, and launching a content-only strategy to drive success through the partnerships channel.

## BACKGROUND

Social media channels had driven much of the client's business, and the brand saw success with influencers on platforms like Instagram. To craft a more incremental partnership marketing strategy that would drive increased traffic for the luxury brand outside of social media and ambassadorships, the in-house brand team connected with Acceleration Partners. Based on conversations about the vision for the brand, Acceleration Partners decided to explore a daring choice: a pure performance PR partnerships program.

## THE LONG EDITORIAL GAME

A performance PR program can be very successful, but it takes time and investment. What we've seen at Acceleration Partners is that when a brand has the patience and willingness to invest in a long-term editorial strategy, it pays off many times over. For this type of content-only program, it's about finding the right partners and planning the right exposure.

## OUR APPROACH

The Acceleration Partners editorial experts closely collaborated with the client's various teams on brand vision, they then worked with the client's SEO team to define keywords for the content strategy.

Acceleration Partners began a broad exploration of what publications would work best for the brand, figuring out which ones drove traffic and then adjusting the targets based on the results. With those results, Acceleration Partners curated partnerships with select magazines to publish content and listicle-style articles. Conde Nast rose to the top as a successful option, so our team spent a year investing in relationships at Conde Nast and developing a pipeline of content for high-end editorial sites like Glamour, GQ, Rolling Stone and Vogue to reach their goals.

## THE BENEFITS OF LISTICLES

Much of the program's success came from listicles, a type of article that's written in list format. Listicles have benefits for several reasons:

- They're frequently updated with new content, so they rank higher in web searches, drive more traffic and create a larger return on ad spend (ROAS).
- They're often associated with holidays or special shopping events. Because customers are actively looking to purchase a gift, the conversion rate is higher.

For the client, Acceleration Partners was able to negotiate updates to the listicles based on the brand's priorities and new products, creating more evergreen content.

## RESULTS

LISTICLE  
PERFORMANCE:

**3:1** ROAS

ARTICLE  
INCLUSIONS:

**1.9:1** ROAS



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