Luxury Connect: Digital expert Dustin Luther on marketing to the stars

This summer we're looking at the state of the luxury agent & broker in today's increasingly complex real estate market. In October, we'll gather in Beverly Hills at Luxury Connect *to share best practices, network, and create blueprint for the luxury agent/broker of tomorrow.* Don't miss it.

To be successful at building influence as a thought leader — especially using digital marketing, and especially when targeting a luxury audience — sometimes you need to ignore the standard advice. **Dustin Luther, head of marketing at Creditsafe USA** (who also created Rain City Guide in 2005, one of the first successful real estate blogs), is a growth marketing expert with real estate expertise, and he knows what common wisdom to accept … and what to ignore.

Luther will be revealing a blueprint for increasing credibility and influence using digital marketing (and social media in particular) at Luxury Connect**, October 16 through 18 at the Beverly Wilshire Hotel in Beverly Hills.**

"Part of it is not worrying about playing the social media game that everyone else is playing," Luther explained. "Having 50,000 Instagram followers might be great, but if both thought leaders and prospects aren't ever going to see it, then it's just an ego play. **Maybe it is better to have a LinkedIn profile and be social there; you can often find a way to be informative and still interesting without being unprofessional."**

He’s also a big believer in **finding the influencer or thought leader who’s helping high-end clients find service providers and make decisions.** “Your next client is probably not the one who’s going to connect with you on social media,” he noted. “They’ll connect either through a friend, a neighbor they have, their lawyer — they’re getting a referral. The goal of your social media and content should be to target the people who are the influencers of your target audience.”

Luther will have a lot more to say about how luxury agents can use digital marketing to their best advantage at **Luxury Connect in October**.

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Thinking of bringing your team? There are special onsite perks and discounts when you buy those tickets together too. Just contact us to find out more.

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