

# HOW TO ATTRACT HIGH-END CUSTOMERS

CHECKLIST FOR BEAUTY BRAND OWNERS

HOW TO GAIN MOMENTUM  
WITH LUXURY BUYERS &  
TURN THEM INTO LOYAL,  
REPEAT CUSTOMERS



# Introduction

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For any business attracting higher-end clientele often means more revenue and the ability to build a more loyal base of buyers. Understanding what drives customers' purchasing decisions is key to building this loyal customer base and connecting with more high-end buyers. This guide outlines five crucial points that have been our tried and true methods to help businesses gain momentum with luxury buyers and turn them into repeat, loyal customers.

Let's dive in.

1. Understand what moves your customers by creating personas
2. Build a unique and powerful brand identity
3. Create an exciting and engaging website to establish credibility
4. Get creative on how to deliver exceptional customer service
5. Pamper your customers with exclusive, personalized experiences



## 1

# Understand what moves your customers by creating personas

Luxury customers are one of the less rational types of consumers; they are driven by impulse, reputation, values and satisfaction. And with few financial obstacles, they focus on obtaining exclusive, rare, and high quality products or services that fit their lifestyle. Luxury consumers prefer that brands take a stand, representing their voice and lifestyle. These consumers connect spending big with power and influence.

However, they like brands that are more discreet about luxuriousness.

When the stakes are this high, the best thing you can do is to get specific and deeply understand what your higher-end buyers care for, whether is it the environment, social impact, exclusivity, or legacy, you really need to figure out what moves them and avoid putting them in the same box with your lower-spend consumer.

So how do you do this? Well, this is where creating Personas comes in. Personas are fictional characters that represent groups of similar people in your target audience. They help you reach your customers on a more personal level, while delivering the right messages, offers, and products at the right time. Personas allow you to speak a buyer's emotions rather than the features of your produce/service.

We recommend completing a **Persona Canvas** for every target buyer you want to focus on. Before diving into completing the Persona Canvas, some questions you can ask yourself to start building your Personas for luxury customers area:

- Which groups make sense to focus on for my business?
- Are there specific buyer profiles that are higher-end that I can identify?
- Of my current buyers, which ones spend the most?
- Is there a pattern amongst my highest ticket buyers that can help me identify a persona?

The Persona Canvas works by helping you think through what kind of clients you're most interested in and it will prompt you to write as much as possible about who they are, what their budget is, where they work, what kind of lifestyle they enjoy, and how your brand fits in. It will also help you identify the things that you don't know about your target and **where you'll need to do a little more research**.

These personas ultimately help you put together an excellent strategy, as you will narrow your focus to a defined audience. This will also help you with competitor research, as you will find that your audience may enjoy several luxury brands.

# The Persona Canvas

## BEFORE

Have:

Feel:

Average Day:

Status/State of being:

Good vs.Evil:

## PERSONA NAME HERE

### DEMOGRAPHICS

Gender:

Age:

Marital Status:

#, Age Children:

Location:

Annual Income:

Industry:

Job Title:

Educational Level:

Quote:

### SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus Followed:

Social Channels:

Other:

## AFTER

Have:

Feel:

Average Day:

Status/State of being:

Good vs.Evil:

## KEY PURCHASE DRIVERS

Role in Purchase:

Reason for Buying:

Objections to the Sale:

Additional Notes:

## FRUSTRATIONS & FEARS

Is Frustrated/Challenged with:

Is Afraid of:

## WANTS & ASPIRATIONS

Wants to (goals):

Is Values include a commitment to:

## CORE MESSAGE THEME

Theme concepts in hashtag form:

Consider segmenting into categories if appropriate

To complete the Persona Canvas, we recommend you start in this order:

- a. The Demographics Section
- b. The Sources of Info Section
- c. The Frustrations and Fears Section
- d. The Wants & Aspirations Section
- e. The Buying Drivers Section
- f. The Before Section
- g. The After Section
- h. The Core Message Themes Section

The Demographics & Sources of Info Sections:

is all about who your target is. Give them a catchy name and actually paint the picture of what a real person looks like. The more human you make them feel, the easier it will be to write messaging that speaks to them.

Fears & Wants Sections:

Write about what this persona fears and desires, as it relates to your product or service. Really think about the “why” and try to get as deep as you can in an emotional sense.

Buying Drivers Section:

Why are they looking to purchase? What do they care about most? Cost, quality, status symbols?

Before & After Sections:

What does your buyer have before purchasing your product/service? What do they have and feel afterwards? Your goal is to understand what their transformation is all about, by looking at the before and the after. This will fuel emotional messaging that they can understand by talking about their desired end state.

Core Messaging Themes Section:

Get creative. Look at the entire Canvas above and pull what messaging you think would be powerful and speak to the persona. We write these in the form of a hashtag because if you can summarize a theme to a hashtag, which is very short form, you have a good handle on it conceptually. Example: #littlemoments for a parent looking for a daycare facility.



## 2

## Build a unique and powerful brand identity

Branding is one of the most important aspects of building a successful business. By developing a strong brand identity, you can differentiate yourself, build credibility and trust, and create a strong emotional connection with your buyers that drives long-term loyalty and growth.

When it comes to building a unique and powerful brand, it all starts with what you represent. Remember that your customers will choose your story and your values to speak for them, so don't hesitate to showcase what you stand for and why your approach is unique. If your brand was a person, what kind of person would it be? Does that match the values and lifestyle that your customers aspire to?

Highlight your brand legacy by underlining the craftsmanship of your products or the tailored experience of your services. Create a powerful narrative around your brand and elaborate on how it impacts or represents their lifestyle. Remember staying real is key. It doesn't matter what you're selling, bags, cars or software, featuring your brand narrative and heritage doesn't mean being so exclusive you can't be human and approachable.

Congruence is everything when trying to build a powerful brand, make sure there's cohesion between your narrative and all of your digital properties, interactions and overall image. Use high quality photography, memorable design, tailored tone of voice and smart marketing strategies. You want to make sure that the luxurious vibe accompanies your customers from their first impression of your brand through your website, your in-person interactions, customer service, and when other people talk about you.

Finally, having a powerful brand is all about the long run. Nurture the long-term relationship between your customers and your brand. Make your customers feel their decision of choosing your brand was worthy by fostering excitement and pleasure beyond the moment of the purchase.

# How do you build a unique and powerful brand identity?

## 1. Have a clear value proposition

If you are a brand that offers exactly what other brands offer, meaning the same product quality, price, design, and more than you need to step back and figure out why a buyer should purchase from you over your competitors. This loops back into your Persona Canvases – what do your ideal buyers want that would drive them to buying from you? Don't be afraid to adjust your tagline, narrative, and focus to speak to this – it will pay off ten-fold.

## 2. Invest in a solid brand identity

- Narrative
- Mission & Vision
- Values
- Personality
- Brand Visuals (logo, photography, videography)
- Core Brand Messaging

## 3. Nurture your customers:

- Long-term nurturing your base will more likely increase the possibility of a second purchase and drive your brand towards sustainable growth that high-end customers will notice and value
- Ideas to Nurture your Buyer:
  - Offer tiered memberships to unlock specific rewards based on spending habits.
  - Offer VIP experiences like access to catwalks, designers, or influencers.
  - Continually send email newsletters with **valuable information**. Communicating isn't enough, the key is to actually share interesting content to nurture, rather than annoy.
  - Review your entire buyer journey. Map out the actual experience of your buyer and put it on paper. Identify areas that could make them feel more personalized.

## 3

## Create an exciting and engaging website to establish credibility

If you want to attract high-end customers your website needs to speak to them. Your website is your digital storefront. It's one of the first places where your customers interact with your brand and a key property to create a good first impression. It should provide an immersive and high-quality experience that leaves a lasting impression.

Personalization is crucial for engaging high-end customers. Think of how much you like the sensation of seeing your name on a Starbucks cup and replicate that feeling by offering your visitors personalized experiences. These may include tailored recommendations, targeted content, and customized product suggestions. Providing a way for customers to save their shopping carts for future reference by sharing their email can be a thoughtful touch. Another way to appeal to the need for uniqueness is leveraging Exclusivity and Scarcity in your website. People respond to things that are exclusive, scarce, limited, or rare. Take advantage of it by offering exclusive previews, curated products, member-only access to certain products, information, or events. Include some "out of stock" or limited edition products to generate interest.

Don't overlook the obvious. Your website's design should be both innovative and timeless. Incorporate visually stunning graphics, images, and videos that are professionally crafted to impart excitement.

Ensure a seamless and friendly experience for visitors with rapid loading times, effortless navigation, and clear calls-to-action. To create trust, it must have a valid SSL certificate, secure payment gateways, and a clear privacy policy. Failure to follow standard best practices would make the website appear outdated or untrustworthy, which would definitely deter luxury customers from interacting and ultimately purchasing.

Lastly, to establish credibility on your website and as a brand, validation is essential. Social proof from past clients is critical in validating your quality and making high-end customers feel secure in their decision to engage with your brand. Be sure to ask for feedback from your clients after a sale is completed so that you can include their reviews on your website and increase your credibility. For an additional boost, consider using Google Reviews which will also feed back into the Google algorithm for your organic search results.

Use the **Website Checklist To Attract High-End Clients** on the following page to help assess if your website is ready to for high-end buyers.



# Website Checklist

## To Attract High-End Clients

Assess if your current digital website is ready for high-end buyers.

Complete the assessment below by assigning a score to each question based on the following scale:

- 0: Not implemented or significant improvements needed.
- 1: Partially implemented or some improvements needed.
- 2: Fully implemented or no improvements needed.

### General Personalization

### SCORE

- Have you implemented personalized recommendations based on customer preferences? (Score: 0-2) \_\_\_\_\_
- Do you offer targeted content that aligns with the interests of high-end customers? (Score: 0-2) \_\_\_\_\_
- Have you provided customized product suggestions based on individual needs? (Score: 0-2) \_\_\_\_\_

### Shopping Cart Personalization

- Is there an option for visitors to save their shopping carts for future reference by sharing their email? (Score: 0-1) \_\_\_\_\_
- Do you send personalized reminders or offers related to visitors' saved items? (Score: 0-1) \_\_\_\_\_

### Exclusivity and Scarcity

- Do you offer exclusive previews, curated products, or member-only access? (Score: 0-1) \_\_\_\_\_
- Have you incorporated limited edition or out-of-stock products to generate interest and urgency? (Score: 0-1) \_\_\_\_\_

### Innovative and Timeless Design:

- Are visually stunning graphics, images, and videos professionally crafted to convey excitement and elegance? (Score: 0-2) \_\_\_\_\_
- Does the design of your website feel both innovative and timeless? (Score: 0-2) \_\_\_\_\_

### Seamless User Experience

### SCORE

- Does your website have rapid loading times and provide a fast and responsive experience for visitors? (Score: 0-2) \_\_\_\_\_
- Is the navigation effortless with clear and intuitive menus and categories? (Score: 0-1) \_\_\_\_\_
- Are there clear and compelling calls-to-action throughout the website to guide visitors towards desired actions? (Score: 0-1) \_\_\_\_\_

### Security and Trust:

- Do you have a valid SSL certificate to ensure secure and encrypted connections? (Score: 0-1) \_\_\_\_\_
- Have you implemented trusted and secure payment gateways? (Score: 0-2) \_\_\_\_\_
- Is your privacy policy clearly displayed to assure customers of responsible data handling? (Score: 0-1) \_\_\_\_\_

### Social Proof and Validation

- Do you actively request feedback from customers after a purchase? (Score: 0-1) \_\_\_\_\_
- Have you showcased positive customer reviews on your website? (Score: 0-2) \_\_\_\_\_
- Are you utilizing Google Reviews to enhance credibility and visibility in organic search results? (Score: 0-1) \_\_\_\_\_

**My Total Score** \_\_\_\_\_

### Scoring:

Add up all of your individual scores. Your total score will indicate your current state:

- 0-5: Your website needs significant improvements to attract high-end clients.
- 6-10: Your website has some elements in place, but there is room for improvement.
- 11-15: Your website is fairly polished and likely to appeal to high-end clients.
- 16-20: Congratulations! Your website is well-built and likely to attract high-end clients.

By using this checklist and scoring system, assign a score to each question to evaluate your own website. This will help you identify areas for improvement and enhance its appeal to high-end clients.

## 4

## Get creative on how to deliver exceptional customer service

Luxury customers have high expectations regarding the quality of products and services they receive, and they expect a high level of attention to detail when it comes to customer service. Meeting these expectations and providing exceptional customer service will separate you from competitors and put you in a league of your own.

Research shows that **68% of consumers are willing to pay more for services and products from a company that delivers a better customer service experience.**

A good customer experience can also make them spend more. After a positive experience, 50% of customers increase the amount of purchases they make with that brand. Additionally, satisfied customers are more likely to refer others to your business, which can help attract new customers with similar characteristics.

Luxury customers not only expect great customer services but a personalized one. One way to deliver this is by assigning a dedicated representative or concierge who can cater to their specific needs. High-end customers are often busy and value their time, so it is important to streamline processes and provide a fast and convenient experience for them. Take the time to understand your customer's specific needs and offers customized solutions.

When issues arise, show genuine empathy towards your client's problem, respond quickly to their inquiry and work to resolve the issue as fast as you can. Communicate effectively and ensure that they understand the steps being taken to address their issue. Afterwards, ensure that the issue has been resolved and that they are satisfied with the outcome. Use your expertise and resources to actually solve problems and create a positive experience for them, this will turn a bad situation into a great opportunity.

Go above and beyond, offer additional assistance, anticipate your customer needs, and provide solutions before they even ask. Flexibility is also important when catering to high-end customers, as they may have unusual or last-minute requests. By being willing to accommodate these requests, you can build strong relationships with them.

Use the following guide, for ideas on how to improve your customer service. After all, high-end clients care about customer service because they value quality, personalization, time, convenience, status, exclusivity, and experience. Exceptional customer service is a powerful business asset, so work on improving yours.

# Customer Service Guide

## To Providing Exceptional Customer Service to Luxury Clients

1. Dedicated Representative or Concierge:
  - Assign a dedicated representative or concierge to cater to the specific needs of luxury clients.
  - Ensure easy accessibility and availability for personalized assistance.
2. Streamlined and Convenient Experience:
  - Streamline processes to provide a fast and convenient experience for luxury clients.
  - Offer time-saving solutions and ensure a hassle-free experience.
3. Personalization and Customized Solutions:
  - Take the time to understand the specific needs of luxury clients.
  - Offer personalized and customized solutions to meet their unique requirements.
4. Empathy and Swift Issue Resolution:
  - Show genuine empathy towards luxury clients' problems.
  - Be responsive and quick in addressing their inquiries and resolving issues.
  - Communicate effectively to ensure they understand the steps being taken to resolve their issues.
5. Going Above and Beyond:
  - Offer additional assistance and anticipate the needs of luxury clients.
  - Be flexible in accommodating their unusual or last-minute requests.
6. Expertise in Problem Solving:
  - Utilize your expertise and resources to effectively solve problems for luxury clients.
  - Turn negative situations into opportunities for creating a positive experience.
  - Follow up after issue resolution to ensure client satisfaction.

Use this guide to continually revisit ideas and assess if you are providing exceptional customer service to your clients. By implementing these practices, you can enhance the experience, build strong relationships, and meet the expectations of high-end customers.

## 5

## Pamper your customers with exclusive, personalized experiences

High-end customers care about personalization because it provides them with a sense of exclusivity, uniqueness, and recognition. It allows them to feel special and valued, creating a one-of-a-kind experience that is tailored to their unique tastes and desires, which is something they may not be able to find elsewhere. This exclusivity and individual attention is often what sets luxury brands apart from their competitors and is a major reason why high-end clients are willing to pay a premium for their products and services.

To do achieve this kind of connection, create unique and memorable experiences that go beyond traditional services.

Offer custom-made products or services where customers can choose the style, material, and design to suit their preferences. If you have a clothing brand, allow them to customize your garments so they feel taylor-made or so they can add a particular accent that highlights their own personality. If you're in the hospitality business something as simple as allowing them to pick the scent that their room will be scented with will go a long way in making them feel special. Offer personalized services, such as personal shopping, styling, or concierge services that make them feel like the experience of choosing your brand goes beyond the product or service you offer.

Provide VIP access to exclusive events, such as fashion shows, product launches, or private tours. This will make customers feel special and privileged, and allow them to experience the brand in a unique way. It will make customers feel like they are part of an exclusive club and will help them build an emotional connection with the brand. You can also create customized loyalty programs that cater to the unique needs of each customer. This will help customers feel valued and rewarded for their loyalty to the brand.

Remember that pampering is also about the small details, use personalized communications, such as handwritten notes or exclusive newsletters, to make customers feel appreciated. This will help build long-lasting relationships with them and will set you apart from the mass production type of businesses which luxury customers are usually not interested in.

The key to make customers feel valued, appreciated, and special is pampering them with exclusive, personalized experiences. By offering unique experiences and delighting them with unexpected perks and services, luxury brands can build strong emotional connections with their customers and foster long-lasting relationships.

Ultimately, attracting and retaining high-end customers requires a customer-centric approach that prioritizes their satisfaction and needs. By following these best practices and putting in the effort to truly understand and engage with your target audience, you can gain momentum and establish a strong reputation.

To get started, understand what moves your customers by creating personas that reflect their preferences and values. Next, focus on building a unique and powerful brand identity that sets you apart from competitors. A well-designed, engaging website is also key to establishing credibility and capturing the attention of luxury buyers. Finally, delivering exceptional customer service is where you can really stand out from the competition. By getting creative and going above and beyond to meet their needs, you can create a memorable and personalized experience that will keep customers coming back for more.

Attracting high-end customers online is not the easiest task, but with the right strategies and team, it's possible to win over this valuable customer segment. If you have any questions or want to get specific on which of these strategies will be most impactful for your business, don't hesitate to reach out to us at Volt Studios. Our team of experts can help you develop a comprehensive plan that's tailored to your unique needs and goals. By working together, we can help you attract and retain high-end customers, establish a strong reputation, and drive long-term growth and success.







**volt.**

/ vohlt / noun

*The unit of potential and force.*

We are the force that drives extraordinary brands through a path of evolution, from strategy to launch and everything in between.

We are experts in digital, human connection.

We thrive on innovative strategy, design, and execution.



WHAT MAKES US DIFFERENT

Women-led.  
International.  
Creatives.  
Strategists.  
Marketers.  
Consultants.  
Software Engineers.  
Majority women.

## READY TO SKYROCKET YOUR REVENUE?

CONTACT US FOR A FREE STRATEGY SESSION.

We'll talk about your specific situation and what you can be doing to increase sales and attract higher-end clients.

You'll leave with an actual growth plan. No strings attached.


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## Some of our favorite clients


COFOCCE®

Shell Foundation | 

Cherie Blair  
FOUNDATION FOR WOMEN

 VALUE  
FOR  
WOMEN

 IDB

 THE WORLD BANK

Walmart 

FUNDACION  
*Carlos Slim*

ebay

CASA  ARMIDA

NAMUH

 Oops

Genentech  
*A Member of the Roche Group*

TANYA x MOSS.

JPMORGAN

The background is a full-page image of marbled paper. The pattern consists of intricate, flowing veins of various shades of grey, blue, and white, creating a complex, organic texture. The word "volt." is centered in the middle of the image in a clean, white, sans-serif font. The period at the end of the word is slightly larger than the letters.

**volt.**