The 2027 Luxury Marketing Checklist

Ten questions every luxury brand should ask

As you shape your plans for 2027, consider how your brand is seen, experienced and remembered. Use this checklist to identify what is working well and where to focus next.

BRAND _____ COMPLETED BY _____ DATE _____

For each question, mark: Confident / Needs attention / A priority for 2027

01 Is your brand's difference clear?

Can your team explain what makes your brand distinctive, and does that story come through consistently?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES _____

02 How well do you understand the people you want to reach?

Do you know what matters to them, where they discover brands and what encourages them to act?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES _____

03 Does your content reflect the quality of your offer?

Do your photography, film, design and editorial convey your brand's quality? Do you have the assets you need for the year ahead?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES _____

04 Can the right people find you and easily take the next step?

Is your website discoverable through search, kept relevant and easy to use? Can visitors confidently enquire, book or buy?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES _____

05 Does your social presence have a clear purpose?

Does each channel have a defined role, a recognisable voice and a considered balance of storytelling, expertise and proof?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES _____

06 Are you visible in the media your audience trusts?

Are your press relationships, PR and advertising helping you reach relevant audiences in credible environments?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES

07 Are you building relationships beyond the first interaction?

Do email and personal follow-up keep people connected? Are existing clients being nurtured as thoughtfully as new prospects?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES

08 Are you making the right connections to grow your audience?

Are you present at relevant events and gatherings? Are complementary brand partnerships helping you reach the right people?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES

09 Are you applying what you have learned?

What attracted the right clients or generated valuable business in 2026? What should you continue, improve or stop?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES

10 Is your marketing working together, and can you show its value?

Are your channels, budgets and responsibilities aligned? Can you connect activity to meaningful outcomes?

☐ Confident ☐ Needs attention ☐ A priority for 2027

NOTES

Your Priorities for 2027

Choose the three areas that would make the greatest difference to your brand. Turn each into a practical next step.

01

PRIORITY AREA _____

WHAT NEEDS TO CHANGE? _____

FIRST ACTION _____

OWNER _____ TARGET DATE _____

HOW WILL WE KNOW IT HAS WORKED? _____

02

PRIORITY AREA _____

WHAT NEEDS TO CHANGE? _____

FIRST ACTION _____

OWNER _____ TARGET DATE _____

HOW WILL WE KNOW IT HAS WORKED? _____

03

PRIORITY AREA _____

WHAT NEEDS TO CHANGE? _____

FIRST ACTION _____

OWNER _____ TARGET DATE _____

HOW WILL WE KNOW IT HAS WORKED? _____

A Fresh Perspective on Your Priorities

With ten years of experience in luxury, Luxury Marketing House brings together specialist sector knowledge, creative content and integrated marketing expertise.

Whether you are considering a specific project or wider marketing support, we would be pleased to discuss your plans.

DISCUSS YOUR 2027 PLANS →

EXPLORE OUR WORK →