



ALESTER CARMICHAEL
A PRIVATE LUXURY NETWORK

The 3 Touch Points of Successful Luxury Marketing

1. Lead Generation – AC has a proprietary funnel operating 24/7.
The Alester Advantage: Qualified and vetted luxury buyers when ready to buy.

NOTE: Google adwords and SEO generates “unqualified shoppers.”

2. Networking/Events/Referrals – Partners creating shared events.
The Alester Advantage: Access to over 35 luxury business categories with one common denominator...luxury customers.

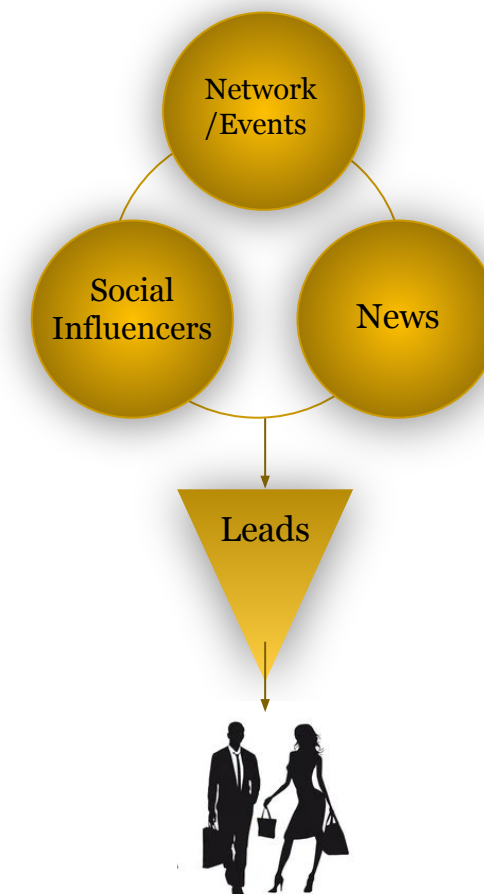
NOTE: Area popular events are cluttered with non-qualified buyers...You’re paying for “wasted coverage.”

3. News Network – Your Own Local Branded Content

The Alester Advantage: Team of Branded Content Writers, Nano-Social Media Influencers and News.

NOTE: Draft on national brands to craft your own message and call to action.

1, 2 & 3



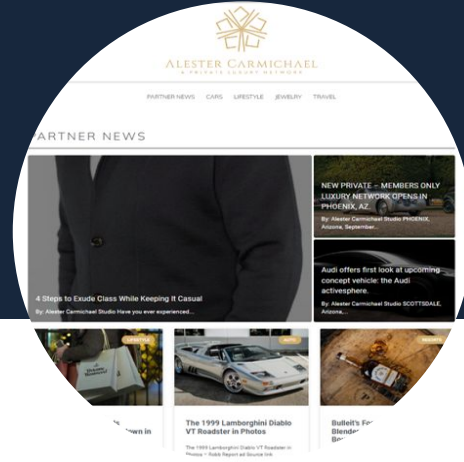


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Networking/Events

Luxury Partner collaboration. Luxury companies share luxury customers. Luxury customers **REFER** luxury companies.



News/BCAs

AC operates a curated luxury news web site. your company will have a Branded Content Article every month placed in the mix of national luxury news.



Nano-Influencers

As a PARTNER, you will be assigned a local nano influencer to post monthly news and cover local events...posting on your behalf.



Lead Generation

AC MEMBERS will be surveyed to identify luxury MEMBERS who are ready to buy.

For More Information

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LUXURY CATEGORIES

- ❖ Auto
- ❖ Motorcycles
- ❖ Boats
- ❖ Motor Homes
- ❖ Aviation
- ❖ Home Builder
- ❖ Furniture
- ❖ Appliances
- ❖ Interior Design

- ❖ Construction - Bathroom and Kitchen Remodeler
- ❖ Home Theater
- ❖ Commercial Real Estate
- ❖ Travel
- ❖ Food
- ❖ Restaurants
- ❖ Catering
- ❖ Private chef

- ❖ Mens Fashion
- ❖ Womens Fashion
- ❖ Plastic Surgery
- ❖ Cosmetic Dentistry
- ❖ Fitness Center
- ❖ Med Spa
- ❖ Spa
- ❖ Resort

- ❖ Art Gallery
- ❖ Biz Insurance
- ❖ Financial Planners
- ❖ Private Banking
- ❖ Non Profit - Ballet, Art Museum, Symphony, Performing Arts
- ❖ Eyewear
- ❖ Corporate Law, Estate
- ❖ Landscape Architecture
- ❖ Realtor

