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# Luxury Digital Marketing Workshop



BY: EVRYWHERE GROUP LIMITED





# Overview

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The **EVERYWHERE** Luxury Digital Marketing Workshop is designed to help luxury brand marketers of all levels understand and implement digital campaigns using the latest in best-practise techniques.

Supported by the latest in case studies from global luxury brands from a variety of sectors (watches & jewellery, automotive, art, super yachts, mega homes...) who are successfully exploiting digital channels and platforms in 2016, our course is designed to help you understand the various channels and activities required to implement and execute an effective digital marketing strategy for your maison.

Facilitated by James A Matthewson, one of the world's most experienced thought-leaders in luxury digital communications, the course will discuss the different digital marketing activities your brand can leverage, effectively and profitably.

Our course will provide attendees with an excellent grounding in the highly complex world of digital.

As a result, participants will walk away with practical knowledge of a diverse range of digital marketing platforms, tools, techniques and tactics to drive success and growth for their maison.

Over 1, 2 or 3 days, the **EVERYWHERE** course provides valuable insights into:

- The role of digital in luxury brand communication
- Content marketing
- SEO and paid search
- Digital display advertising
- Social media
- Mobile marketing



# Who should attend?

EVERYWHERE courses are suitable for luxury professionals of all levels who are looking to understand digital marketing and get more out of their digital channels. It is designed for those with the responsibility of implementing or executing digital marketing campaigns, such as:

- Brand Directors & CEOs
- Marketing and business development Managers
- Corporate Communications
- Boutique Managers
- Marketing strategists
- CRM Specialists
- Marketing managers / Directors
- Social media Specialists
- Directors of e-commerce
- Digital Creatives / Developers
- Digital media Buyers



# By attending, you will learn:

- About a large range of digital marketing tactics, such as branded content, search engine optimisation (SEO), PPC, mobile marketing and social media
- How to implement and execute digital display advertising and marketing campaigns
- How to make use of mobile as an effective marketing communication tool
- How digital media consumption drives e-commerce, concierge and boutique sales
- How to utilize analytics in order to understand the luxury consumer behaviour and make data-driven decisions for your brand



# Agenda

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## DAY ONE - Engaging Luxury Consumers

- 08:45 - 09:00      Registration and welcome refreshments
- 09:00 - 09:30      Welcome and introduction
- Introduction: trainer and participants
  - Objectives for the course
- 09:30 - 11:00      **The Luxury Digital Market: some context**
- 15-minute mind-gym: game show style jargon-buster
  - Inspiration and interaction
  - The global luxury digital landscape: key trends affecting luxury brands on a global level
  - The global luxury digital consumer: statistics, behaviour and culture
- 11:00 - 11:15      Coffee and tea break
- 11:15 - 12:00      **The role of digital in luxury communications**
- How digital marketing can support maison communications, community engagement, sales, CRM and advocacy
  - Digital marketing in the customer journey: ZMOT
- 12:00 - 13:00      **Content marketing**
- The importance of great content
  - Types of content: examples and case studies
  - Developing the content plan: key considerations



## DAY ONE - Engaging Luxury Consumers

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13:00 - 14:00 Lunch

14:00 - 15:00 Websites and brand assets

- Overview of maison websites and brand assets
- Why websites and brand assets matter
- Key questions to ask when activating through websites
- Mobile web – responsive design considerations
- Best practice examples (category and competitors)
- Tactics and activation
- Legal considerations
- Golden KPIs for websites and brand assets
- Group activity: 10-minute website task

15:00 - 15:15 Coffee and tea break

15:15 - 16:30 Social media

- Why social media matters
- Key questions to ask when activating through social media
- Mobile and social: key considerations
- Best practice examples (category and competitors)
- Social tactics and activation
- Legal considerations
- Golden KPIs for social media
- Group activity: 15-minute social media task

16:30 - 17:00 Open discussion

- Question and answer session
- What are your key takeaways from day one?



## DAY TWO - Digital activation

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- 09:00 - 10:15      **Search engine optimisation (SEO)**
- Why search matters in luxury communications
  - Key questions to ask when activating through natural search
  - Mobile search – key considerations
  - Best practice examples of SEO from luxury brands
  - SEO tactics
  - Golden KPIs for SEO
- 10:15 – 11:15      **Search engine marketing (PPC)**
- Why paid search matters in luxury communications
  - Key questions to ask when activating through paid search
  - Mobile search advertising: key considerations
  - Best practice examples of PPC campaigns
  - PPC tactics
  - Golden KPIs for search
  - Group activity: 15-minute search task
- 11:15 – 11:30      **Coffee and tea break**
- 11:30 – 13:00      **Digital display advertising**
- Why display advertising matters to luxury brands
  - Key questions to ask when activating through digital display advertising
  - Media planning: trading models (CPM, CPC, CPE and CPA)
  - Creative considerations
  - Best practice examples
  - Targeting options
  - Golden KPIs for digital display
  - Group activity: 15-minute display media task



## DAY TWO - Digital activation

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- 13:00 – 14:00    **Lunch**
- 14:00 – 15:15    **Mobile marketing**
- Why mobile is now so important to luxury brands
  - Key questions to ask when activating through mobile web and native apps
  - Best practice examples from luxury brands
  - Mobile tactics and activation
  - Golden KPIs for mobile campaigns
  - Group activity: 15-minute mobile task
- 15:15 – 15:30    **Coffee and tea break**
- 15:30 – 16:30    **Email and CRM**
- Overview of email marketing
  - Why CRM is now so important to luxury brands
  - Key questions to ask when activating through email
  - Email marketing: best practice examples
  - Email and CRM tactics and activation
  - Legal considerations (market-specific)
  - Golden KPIs
  - Group activity: 15-minute email task
- 16:30 – 17:00    **Open discussion**
- Question and answer
  - Key takeaways from day two



## DAY THREE - Digital strategy

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- 09:15 – 10:15     **Digital strategy – an overview**
- The role of digital in luxury communications & commerce
  - Case study: Luxury brand and their digital strategy
  - A framework for digital strategy: a review of different digital models
  - The capability audit - how ready are you?
- 10:15 – 11:15     **Data-driven digital marketing**
- Overview of data-driven marketing
  - The power of data in luxury digital communications
  - Best practice examples: inspiration from other luxury brands
  - Sources of data: internal and external
  - Legal considerations (market specific)
- 11:15 – 11:30     **Coffee and tea break**
- 11:30 – 12:30     **Creating the digital roadmap**
- Convincing stakeholders to buy in
  - Key questions to ask when developing strategy
  - Organisational design for digital marketing
  - Group task: 15-minute strategy task
- 12:30 – 13:30     **Lunch**
- 13:30 – 14:45     **Omni-channel digital marketing**
- The importance of integration: taking an omni-channel approach
  - The digital eco-system needed to support digital marketing
  - 15-minute thought capture exercise





## DAY THREE - Digital strategy

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- 14:45 – 15:00    **Coffee and tea break**
- 15:00 – 16:00    **Planning digital marketing**
- A digital planning framework
  - Briefing your agencies: key considerations
  - Legal implications and industry best practices
  - Evaluating the plan: will it achieve your maison goals?
- 16:00 – 16:30    **What's next?**
- Key takeaways
  - What you can do differently, now and in the future
- 16:30 – 16:30    **Closing**
- Feedback
  - Certificates
  - Group photo



# Your trainer

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## James A. Matthewson



James is an experienced professional with over 20 years of digital marketing knowledge, ten of which has been spent in luxury digital communications. Over the course of his career, he has taken on multiple roles, including digital planner, problem-solver, mediator, thought-leader, strategist, trainer and conference speaker.

James is a pioneer in the field of Digital Marketing. In 1995 he established 'Netfinity', a digital marketing and production agency that built websites for brands such as The Royal Albert Hall. Netfinity grew into an award-winning digital agency that soon become part an below-the-line agency called 'The Yellow Submarine.'

In 2003, James established Twin London, the European exclusive license-holder of behavioural targeting technology from Poindexter Systems Inc of New York. During that time he won clients such as AOL, American Express, T-Mobile and Lloyds TSB and managed their online advertising campaigns serving billions of impressions monthly.

He is now the Founder & CEO of **EVERYWHERE** Group Limited, a digital tech business in the luxury communications and live events market. In addition to his client work, James is also an Adjunct Professor at HULT International Business School London on their Master's programme.

## Training style

James will be delivering the course using a blend of presentation styles, videos, web-based demonstrations and tools, audience participation and interactive exercises. The training will give participants the very best experience and insight into digital communications.



## Client experience

Over the past 10 years, James has delivered luxury digital training courses all over the world in locations including:

- Milan
- Gevena
- Paris
- New York
- Miami
- Dallas
- Beverly Hills
- Panerai UK
- Kempinski Hotels
- Piaget
- Vacheron Constantin
- Richemont North America
- Richemont Europe



## Testimonials

**GUILLAUME PAHUD** - Former Director of Digital, Richemont

James masters both the content & the delivery of all things digital. We have been working with James since 2006 & he never fails to surprise me with the quality of his content, his digital knowledge & his unique insights into the latest trends & how they will impact our brands. James is always very appreciated by all participants, always making a huge & complex subject interesting, specific to the environment & entertaining.

**ALEXANDRE WHERLIN** - Former eBusiness Manager, Piaget

Having worked with James at Paiget, his luxury & digital industry knowledge helped us navigated through the digital minefield with great success!! James ran our recent workshop in Paris and his expertise at sharing complicated digital & commerce activities ensured my team walked away wiser & more informed than when they walked in. Excellent!!! I would highly recommend anyone in luxury to work with James.

**RICHARD TREMELLEN** - Insight and Data Specialist

James has built up an unparalleled knowledge & network in both the luxury & digital marketing industries. At a time when everyone is purporting to be an expert, James is the real deal & can shortcut hundreds of hours of your effort by providing the right advice or giving you the right introduction. He is a very powerful asset to have on your side.



## About **EVRYWHERE**

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**EVRYWHERE**

**EVRYWHERE** is a strategic digital communications consultancy and event technology business serving the luxury industry. We bring over 20 years' experience of developing and delivering digital strategy and solutions for global brand clients, with the last 10 years focussing on luxury.

Led by it's Founder & CEO, James A Matthewson, **EVRYWHERE** Group Limited creates and delivers professional short-courses in luxury digital marketing & communications all over the world, offering vast experience in Europe, the USA and the Middle East for brands in Fashion & Accessories, Watches & Jewelry, Super Cars, Mega Homes, Super Yachts, Art and anything luxury.

## Contact Details

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