Digital Marketing:
What you Need to Know Before Starting

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What we will cover today

1. Velvet Media

2. Digital marketing management

3. Major trends shaping digital marketing & e-commerce

4. Case studies

5. Q&A

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Velvet Media

Founded in 2013 in Northern Italy (near Venice), Velvet Media is an agency with **over 150 professionals** specialized in **Marketing Management**, **Brand Awareness** and **Selling Online** to support business growth.

Thanks to its different in-house departments, it offers relevant expertise across a **wide range of marketing and communication capabilities**, thus providing a full-scope, coordinated and dynamic service.

For two years running, it has been listed by the Financial Times within the ranking "**FT 1000:** Europe's fastest-growing companies" ([2020 Financial Times ranking](#)).

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360° Marketing Solutions
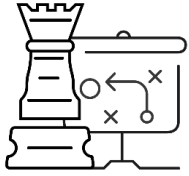
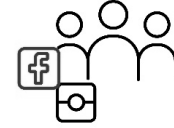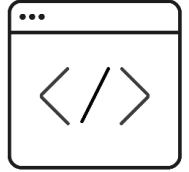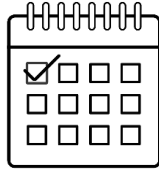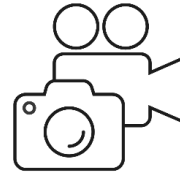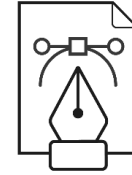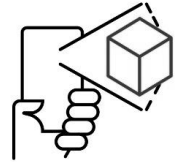|		
Marketing & Business Consultancy	Marketplace & E-Commerce	Social Media Marketing
Lead Generation	Influencer Marketing	Websites, SEO & SEM
Media Relations & PR	Events	International Marketing Strategies
Photos & Videos	Graphic Design & Corporate Image	Virtual Showrooms & New Tech.

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Local at Heart, Global in Spirit

Velvet's **Italian style** and **creativity** distinguish its state-of-the-art work, while its global presence and international team allows it to truly understand the nuances and particularities of **different cultures** and **markets.**

Velvet Media is present in:
- Castelfranco Veneto (Italy)
- Denver, Colorado (the United States of America)
- Dubai (the United Arab Emirates)
- Bangkok (Thailand)

Next openings:
- Milan (Italy)
- China

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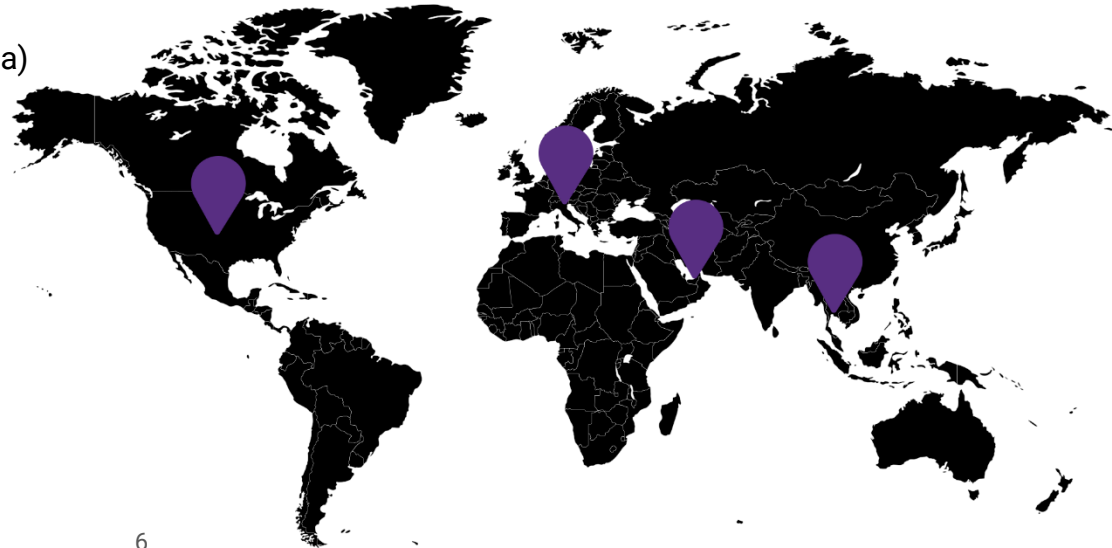
Digital marketing management

02

Marketing is a well-structured process

Once the business objective has been defined, the marketing function process consists of 4 phases:
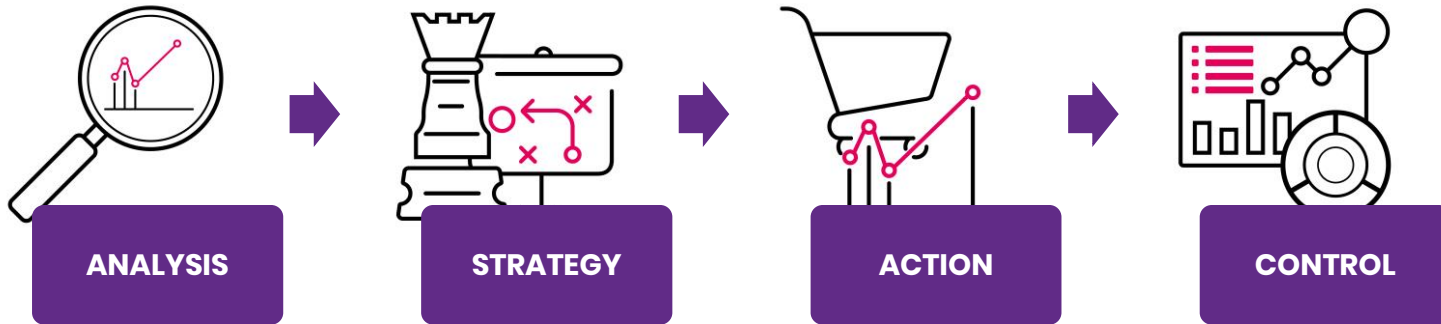
ANALYSIS

STRATEGY

ACTION

CONTROL

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Analysis

It is divided into:

1. Qualitative
2. Quantitative

The **«PEST» (Political, Economic, Social and Technological) framework** is always effective:

- Political and regulatory factors: market legislation, fiscal impact …
- Economic factors: macro-economic situation, occupation level…
- Socio-cultural and demographic factors: family, buying power, lifestyle and trends…
- Technological factors: technological evolution, technological news …

Some food for thought:
www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

ANALYSIS

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Strategy

The strategy identifies the **direction, guidelines and scope of action** of a company to maintain a competitive advantage and achieve superior performances in the long-term.

Three steps are key to build a succesfull strategy
1. **Segmentation**: the art of observing your market from different points of view and defining its size based on different criteria:
- Geographical elements;
- Needs;
- Socio-demographic factors (gender, age, schooling, income);
- Behavioral factors and use experiences;

2. **Targeting**: the identification of the segments which are most interesting / most aligned with our objectives.

3. **Positioning**: the promise that the company makes to its target market.

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Action

Once we have analyzed the market and defined our brands desired positioning, it is now time to define how we will actually bring the product to life on the market working on four different elements: the 4Ps of marketing.

Product

Price

Place

Promotion

ACTION

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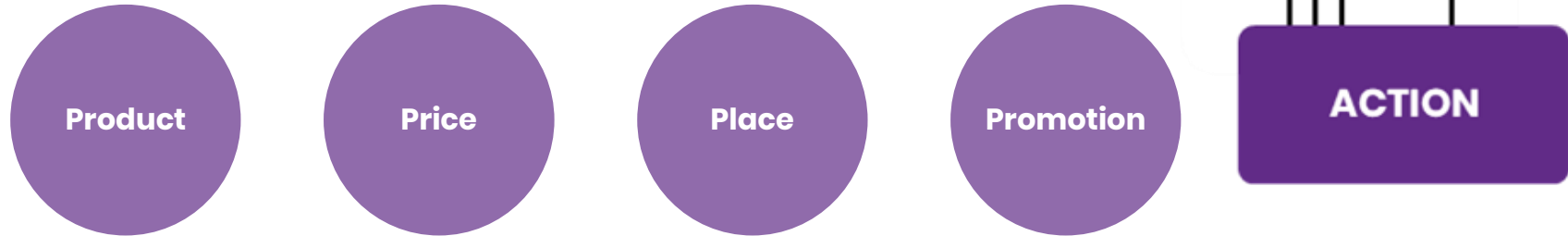
Action - The Marketing Mix

PRODUCT

What does the client expect of the product?

Which features does the product possess to satisfy the client?

What distinguishes from competitors?

PRICE

How does the buyer perceive the product's value?

Is the client price-sensitive?

How does my pricing compare to competitors'?

PLACE

Where do prospect clients search for the product?

How can the company access the right distribution channels?

What are the competitors' strategies, how can you differentiate?

PROMOTION

Where, when and how should the key messages be delivered?

Which channels should be used?

How are competitors communicating?

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Control

Thanks to digital technologies and the amount of data readily available to all marketing professionals, it has become increasingly more important to **check and control the effectiveness** of marketing actions.

By carefully monitoring and optimizing campaigns and actions, it is possible to:
- Identify the **channels** that are performing well and invest in developing these;
- Understand which **creativities, key messages and types of contents** are best received from the target audience, in order to strengthen brand awareness and engagement;
- New challenges and **opportunities** emerging within the market that should be embraced before competitors do.

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**Major trends shaping
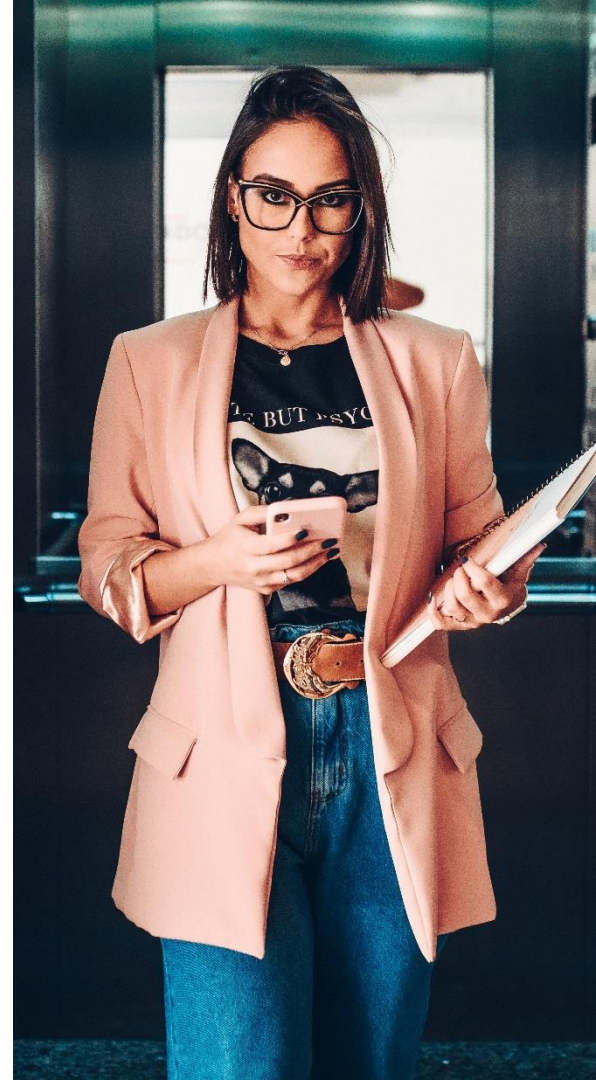online marketing
& e-commerce**

03

−40%

drop in sales in the apparel, fashion and luxury industry between January and the end of March 2020

+15%

increase in fashion sales thanks to personalized digital marketing strategies

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Current Trends

01
Digital escalation

02
Social commerce

03
Omnichannel experience

04
Innovation imperative

05
Authenticity & personalization

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01 Digital escalation

Social distancing has highlighted the **importance of digital channels** and lockdowns have elevated **digital as an urgent priority** across the entire value chain
- 13% of Europeans browsed online e-tailers for the first time during covid
- Working from home or staying at home drove more non-work **screen time**

Even after the pandemic, **consumers will continue to demand more in the digital space** and brands must act fast to deliver.

Indeed, digital content creation has become the primary mode of brand interaction as consumers have gotten accustom to:
- Interacting with new forms of content such as **brand-to-shopper video chats**
- Engaging with broadcasted **influencer-curated assortments**
- Purchasing clothing items directly on social networks via **social commerce**

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02 Social Commerce

Shopping on social networks has never been easier and the pandemic has further reinforced this trend, with almost ¼ of US and European consumers expecting to increase their spend via social channels in 2020.

Following Google and Instagram, in May 2020 Facebook also introduced **Facebook Shops** allowing companies in selected countries to start selling their products directly within the social network.

Instagram is quickly becoming the central hub for branded fashion content:
- brands can gain endorsements from **trusted product curators** (aka influencers) who boast massive followings, thus increasing brand trust;
- the customer journey has been made incredibly easy since the app recently added **on-platform checkout**, where the user can order the product completely through the social platform.

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03 Omnichannel experience

Even if we have seen a surge in online shopping, in months to come physical stores will likely pick up business once more (pre-covid, 70% of fashion purchases took place offline).

We will most likely see an increase in:
- **Online2Offline commerce**, following suit with Asia
- **Online players** branching out to offline channels (e.g. Amazon)
- **Physical stores as experiential places** rather than purchasing venues (e.g. Tesla showrooms and Apple Stores)

In this scenario, it is increasingly more crucial to ideate an **omnichannel retail strategy** that seamlessly integrates different sales and communication channels to deliver a customer experience that is convenient, consistent, cohesive and holistic. Besides taking into account all the different channels used by their customers, brands must ensure the customer experience is designed around the same principles across all platforms to create a single, unified feeling.
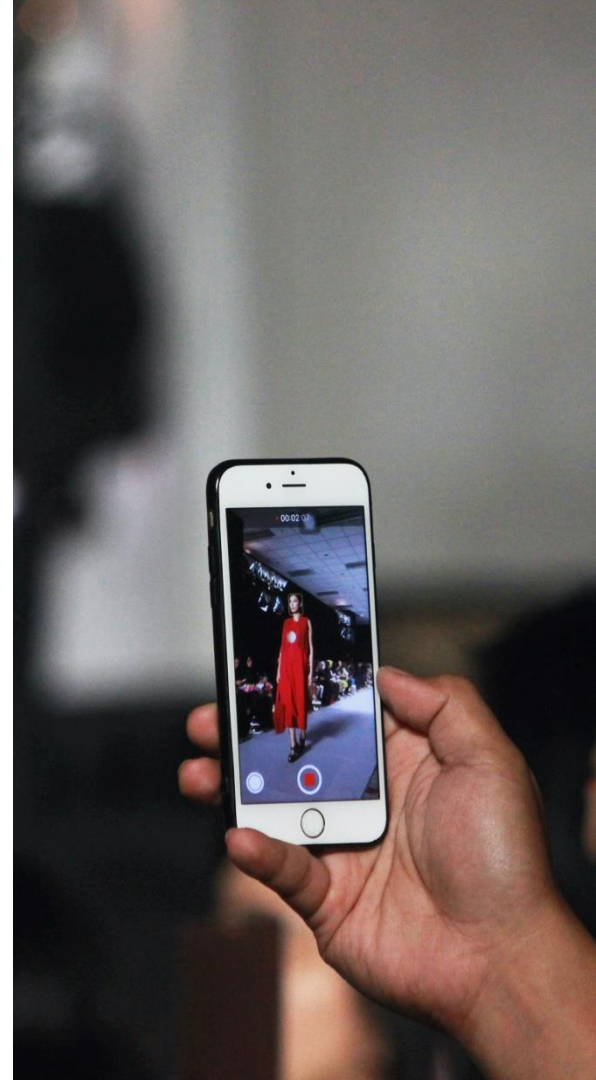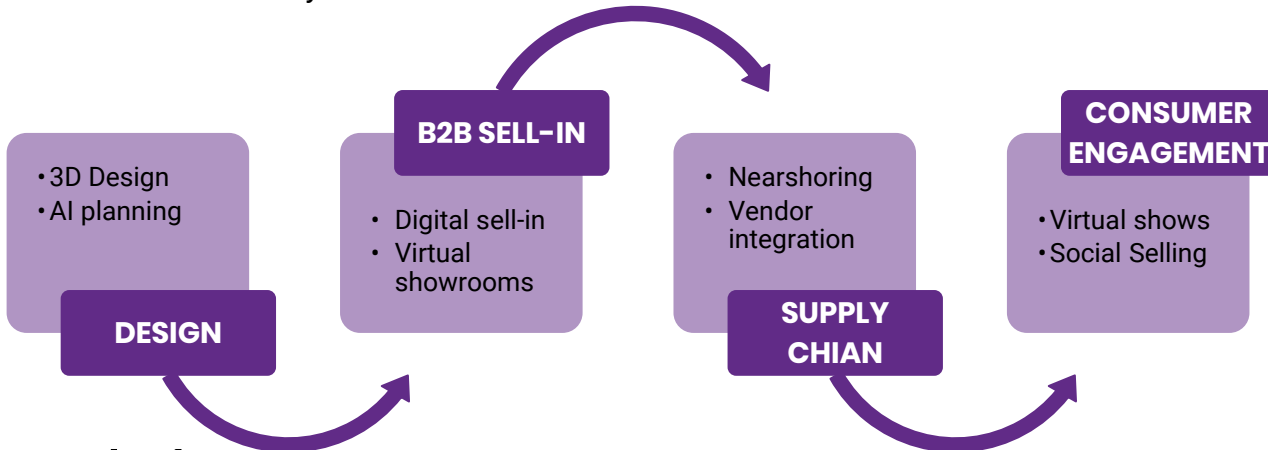
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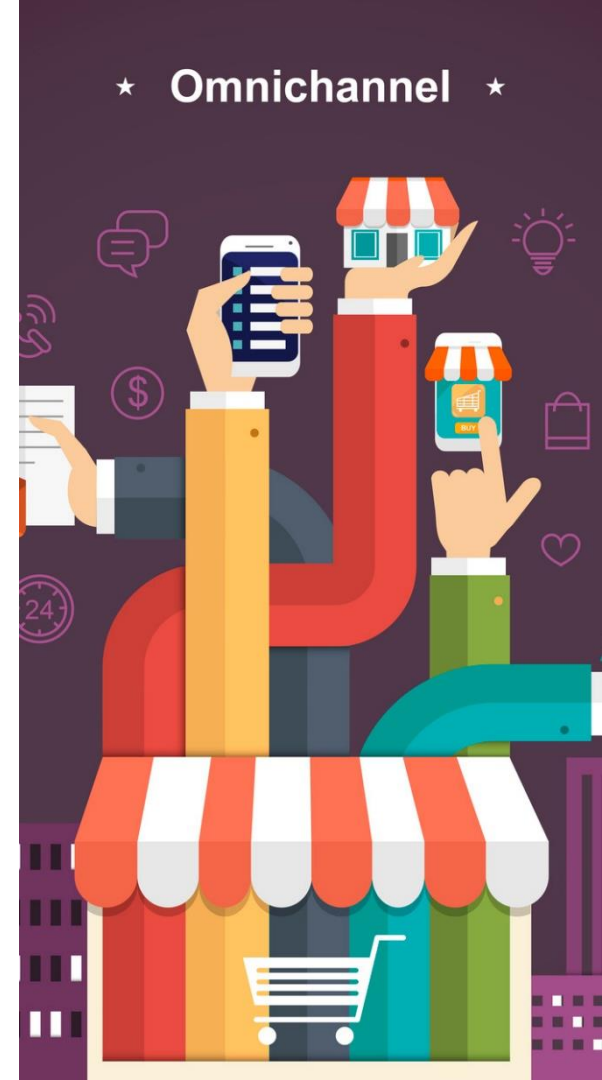
04 Innovation Imperative

To cope with the pandemic, companies have had to introduce new tools and strategies across the value chain to:

- **future-proof** their business models
- cut down go-to-market times and **adapt more responsively** to consumer needs
- increase flexibility of the supply chain

Innovation has been implemented along **the entire fashion cycle and value chain,** and is here to stay.

B2B SELL-IN

- 3D Design
- AI planning

- Digital sell-in
- Virtual showrooms

DESIGN

- Nearshoring
- Vendor integration

SUPPLY CHIAN

CONSUMER ENGAGEMENT

- Virtual shows
- Social Selling

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05 Authenticity & personalization

This year, **people under 25 will make up 41% of the world's population**. This means members of Generation Z are not only too big to ignore, they are literally the future.

What matters to Gen Zers when deciding where to shop and which brands to buy? **They see shopping as an expression of their values.**

They care about:
- buying from a brand they can be proud of;
- prize efficiency and convenience;
- sustainability and eco-friendliness.

A challenge this digital-first generation faces is having **too many options,** with 67% of Gen Zers globally saying there's too much choice online.
Key to addressing this is facilitating easier discovery with **personalization**. By connecting through personalization and by surfacing authentic brand values, marketers can effectively draw Gen Zers in and build enduring loyalty.

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04

Montegrappa

Historic and world-renown brand of luxury fountain pens.

THE CHALLENGE:
Narrate the "search of innovation in tradition" that characterizes Montegrappa pens and increase online sales

THE SOLUTION:
- Ideation of a 360° digital marketing strategy based on a clear and consistent storytelling
- Creation of ad hoc content for digital and TV channels
- Optimization and management of the Amazon store
- Activation of promotional campaigns

THE SERVICES ACTIVATED:

Marketing & Online Sales Strategy   Amazon Store Management   Social Media Marketing   TVC production   Google Ads

THE RESULTS:
+125% online sales on Amazon
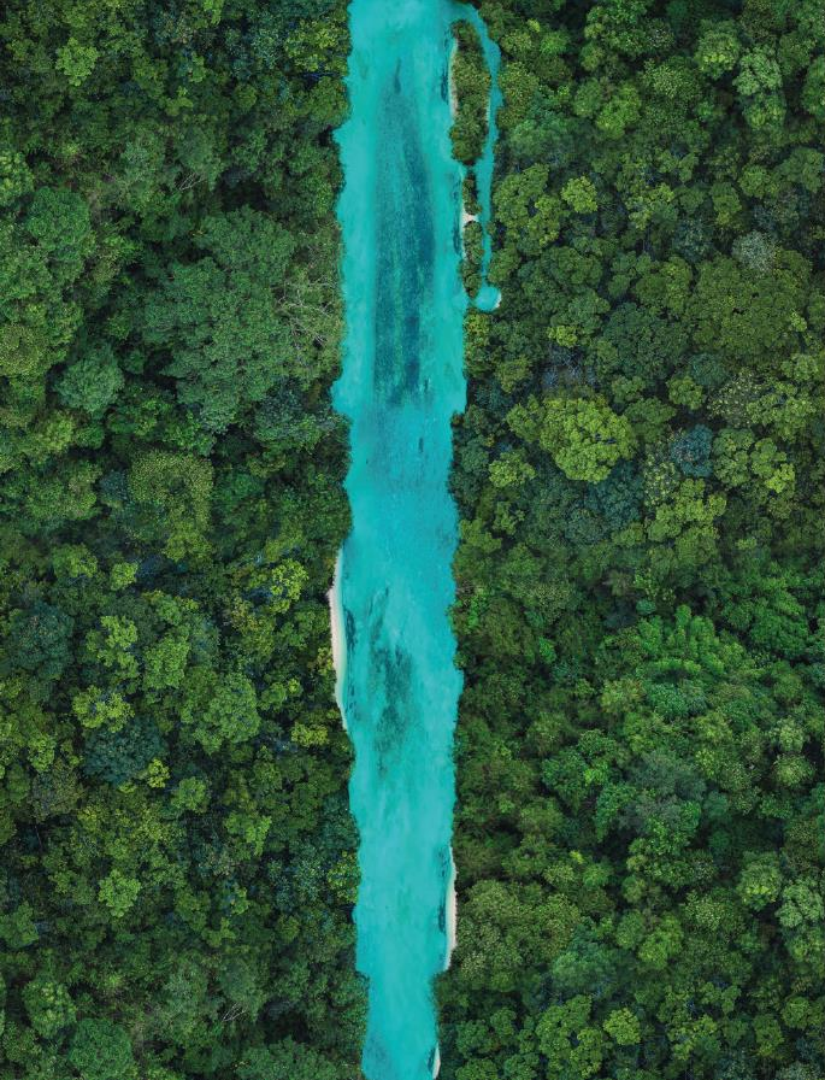
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Cadica Group

Global leader in accessories for major online clothing brands.

THE CHALLENGE:
Increase brand awareness and traffic to the site as well as collecting contacts from
potential new customers.

THE SOLUTION:
- Optimization and management of social media channels
  (Facebook, Instagram LinkedIn, Pinterest & YouTube)
- Creation of engaging newsletters and invitations to trade shows
- Production of a corporate video

THE SERVICES ACTIVATED:

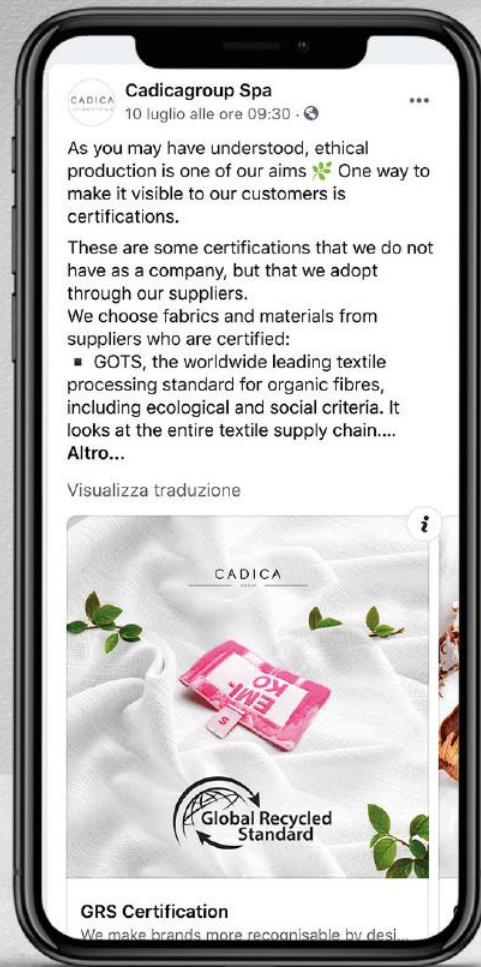| Email Marketing | Social Media Management | Photo & video content production | Lead Generation |

THE RESULTS:
+4% engagement on social media channels

CADICA
INTO DETAILS

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