

Presentation by Mariangela and Pooja -
Marketing Consultants

VILLA --- MAPO

Website: <https://villamapo.netlify.app/>

Table of CONTENTS

01

About
villa MAPO

02

Objectives

03

Online Presence &
MarTech

04

Customer Journey

05

Tracking

06

Performance
Analysis

07

Channel
Analysis

08

Insights
&
Recommendations

ABOUT VILLA MAPO



Welcome to Villa Mapo, where the essence of Italy meets the serenity of Indian Ayurveda.

At Villa Mapo, we blend the timeless beauty of the Italian countryside with the holistic wellness practices of Indian Ayurveda, creating a sanctuary for the body, mind, and spirit.

Our family-run villa is more than just a place to stay—it's a destination where tradition and tranquility harmonize. Experience the warmth of Italian hospitality, savor the flavors of the Mediterranean, and rejuvenate with ancient Ayurvedic rituals.

Join us at Villa Mapo, where every moment is designed to create cherished memories, enveloped in nature's beauty and cultural richness.



Products & SERVICES

01

Accomodation

02

Local Products

03

Cooking classes

04

Wellness Kits

Snapshots of VILLA MAPO

DISCOVER AUTHENTIC DELIGHTS & EXCITING ESCAPADES



Italy Oldtown

1 day

2 Person

Visit local market



villa mapo

1 Person

Ayurvedic Wellness Kit



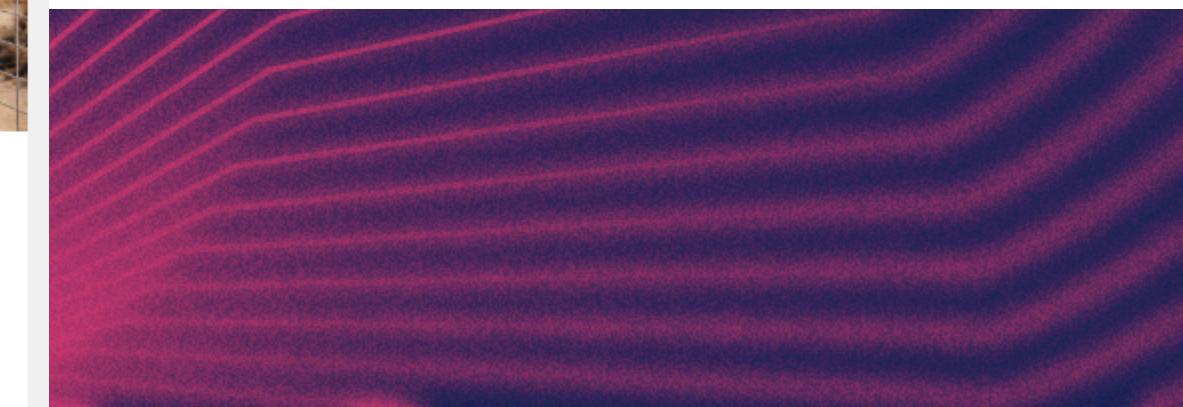
OUR UNIQUE STORY

Indulge in the Flavors of Italy with a Touch of Ayurvedic Wellness

Embark on a journey with Mediterravilla, where we blend the richness of local Mediterranean products with the ancient wisdom of Indian Ayurveda.

As a small family-run business, we are dedicated to providing a one-of-a-kind experience that nourishes both body and soul.

Join us in our mission to create unforgettable memories in the heart of Italy, where tradition meets tranquility.



Agriturismo Cali

1 day

2 Person

Mediterranean Cooking Class

TOP 3 OBJECTIVES

- Drive additional traffic to Website
- Increase brand awareness
- Drive increased sales

Online Presence

SOCIAL MEDIA



Instagram
Facebook
Twitter
youtube

WEBSITE



User interactive
Navigation
Booking
Payment Gateway

SEARCH ENGINE



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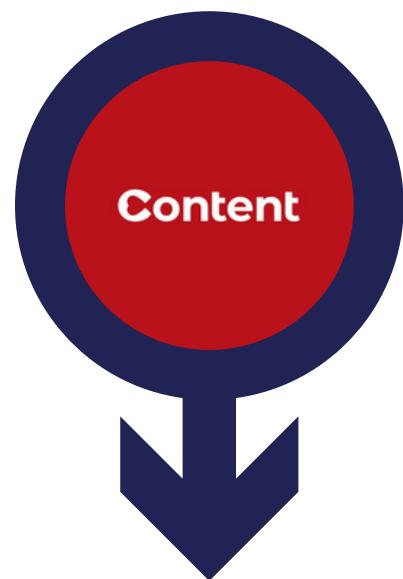
Products
Experiences
SEA Ads
Search Ads

NEWSLETTERS



Sign Up
Limited Availability
Incentives
Bonuses

Content



Measurement



Data Management



Relationship



MarTech Stack

Content Creation



Pixabay:
Images/Videos
(Free)



Canva: Graphic
Design(Free)



ChatGPT: Text
Generation(Free)

shutterstock.com - 2288054015

MarTech stack - Content

Content Optimization

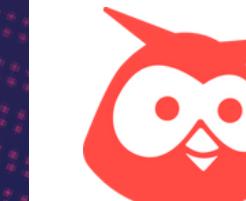


Google keyword
Planner:
Keyword
optimizer(Free)



SEOAnt: AI
SEO Optimizer

Content Distribution



Hootsuite:
Social media
Management
Tool



Mailchimp: Email
marketing
platform

Measurement



Google Analytics

Tracks website traffic and user behavior, offering key insights for optimization.



Google Tag Manager

Easily manage and deploy marketing tags without altering website code.



Google Search console

Monitors site performance in Google Search, helping improve SEO visibility.

Data Management



Google Sheets

Google Sheets:
Personalized and targeted
marketing campaigns



Google Looker Studio:
Extract insights from visual data.



Google Big Query

Analyzes large datasets quickly
with SQL, simplifying big data
insights.

Relationship



Hubspot

HubSpot (free upto 1M contacts)stores customer data, tracks interactions



ChatBOT

ChatBot

Gather valuable customer insights through chat conversations.



Collaboration

Expand its reach and credibility by collaborating with micro-influencers

Buyer Persona Isabella

Goals

- Mental Rejuvenation
 - Sustainable Travel
 - Cultural Enrichment
-
-

Pain Points

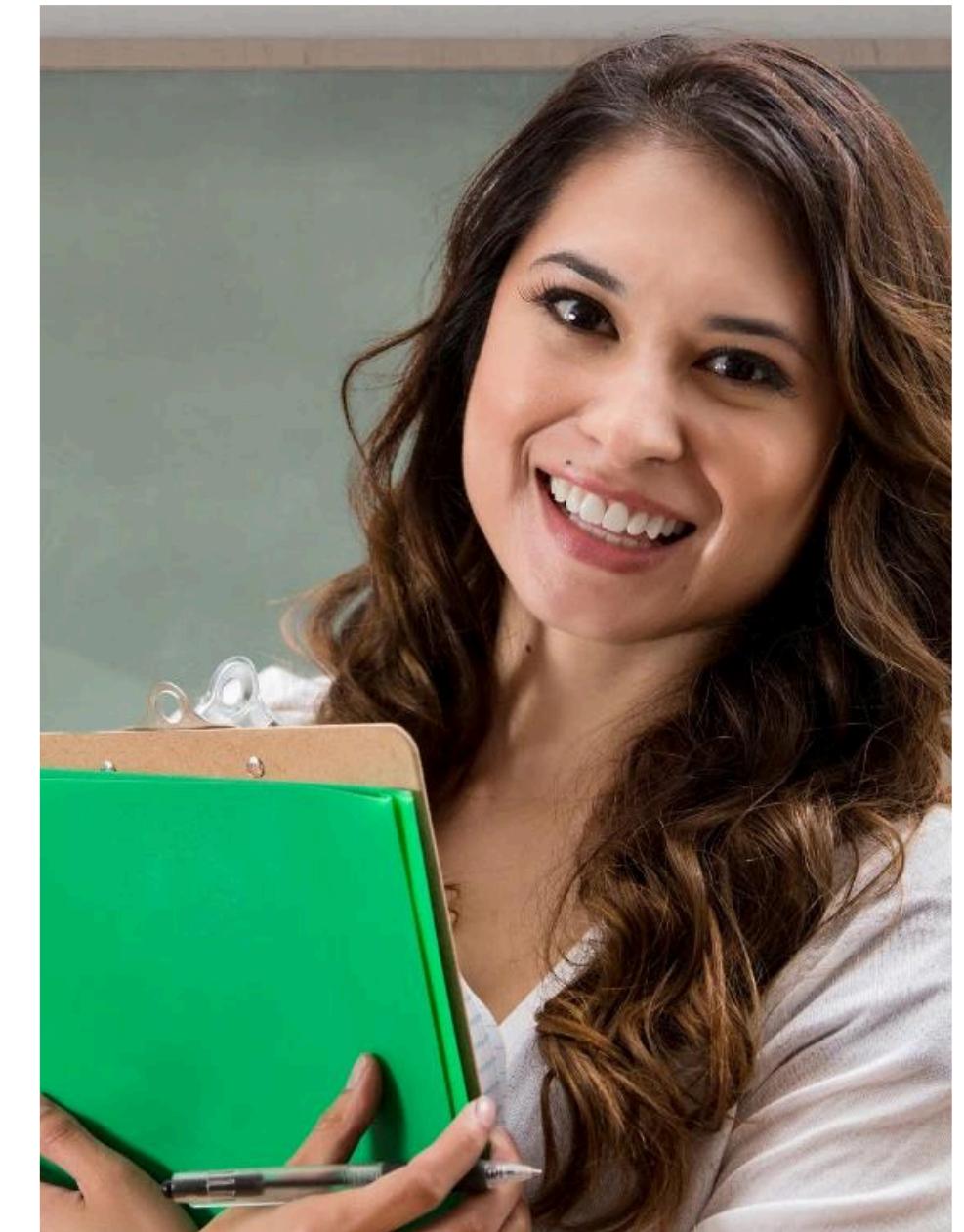
- Burnout
 - Time Constraints
 - Overwhelm with Options
-
-

Age: 32

Occupation: Teacher

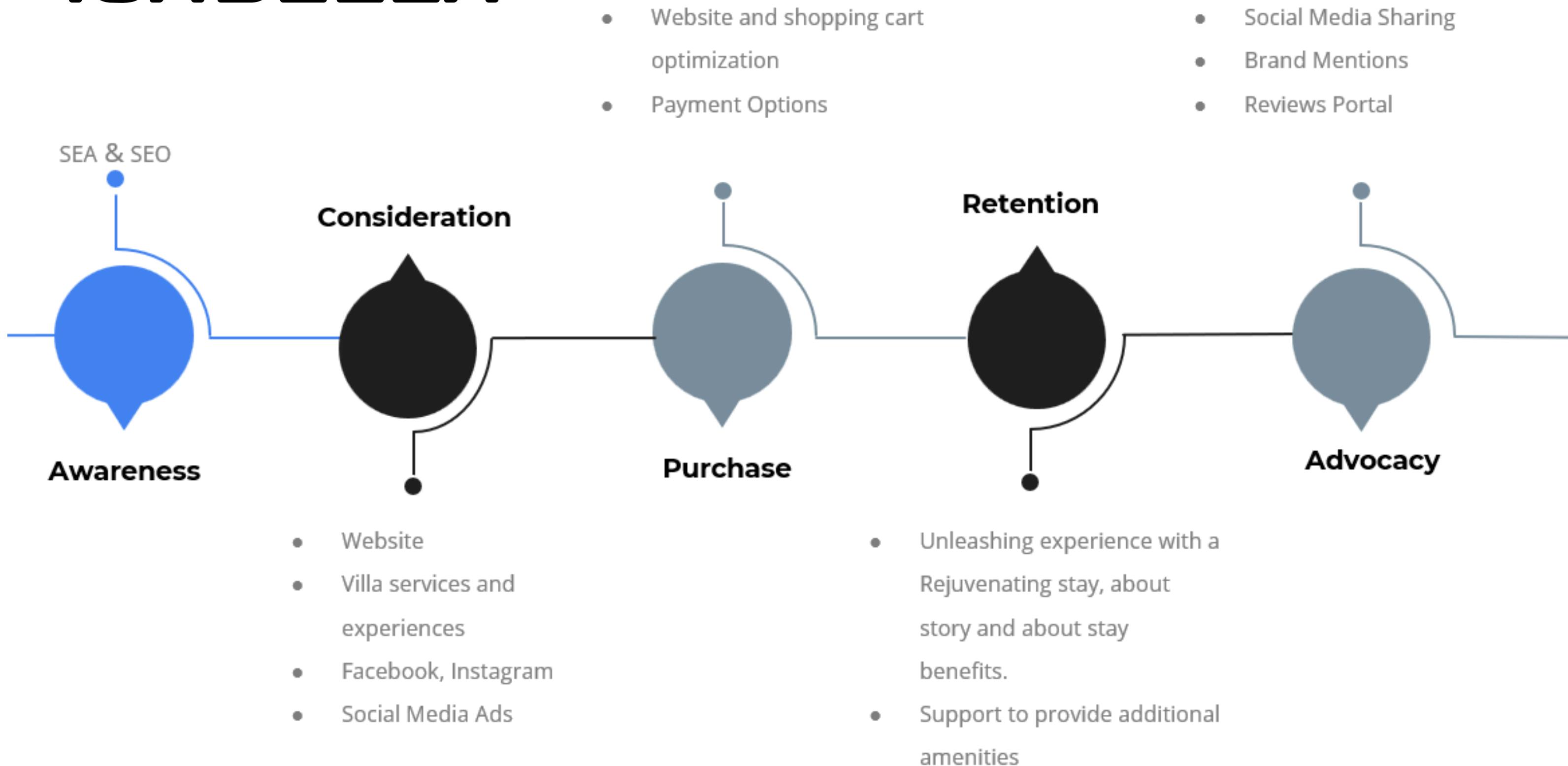
Personality: Confident, vital, but mentally exhausted

Lifestyle: Values a sustainable lifestyle, mindful of wellness and balance

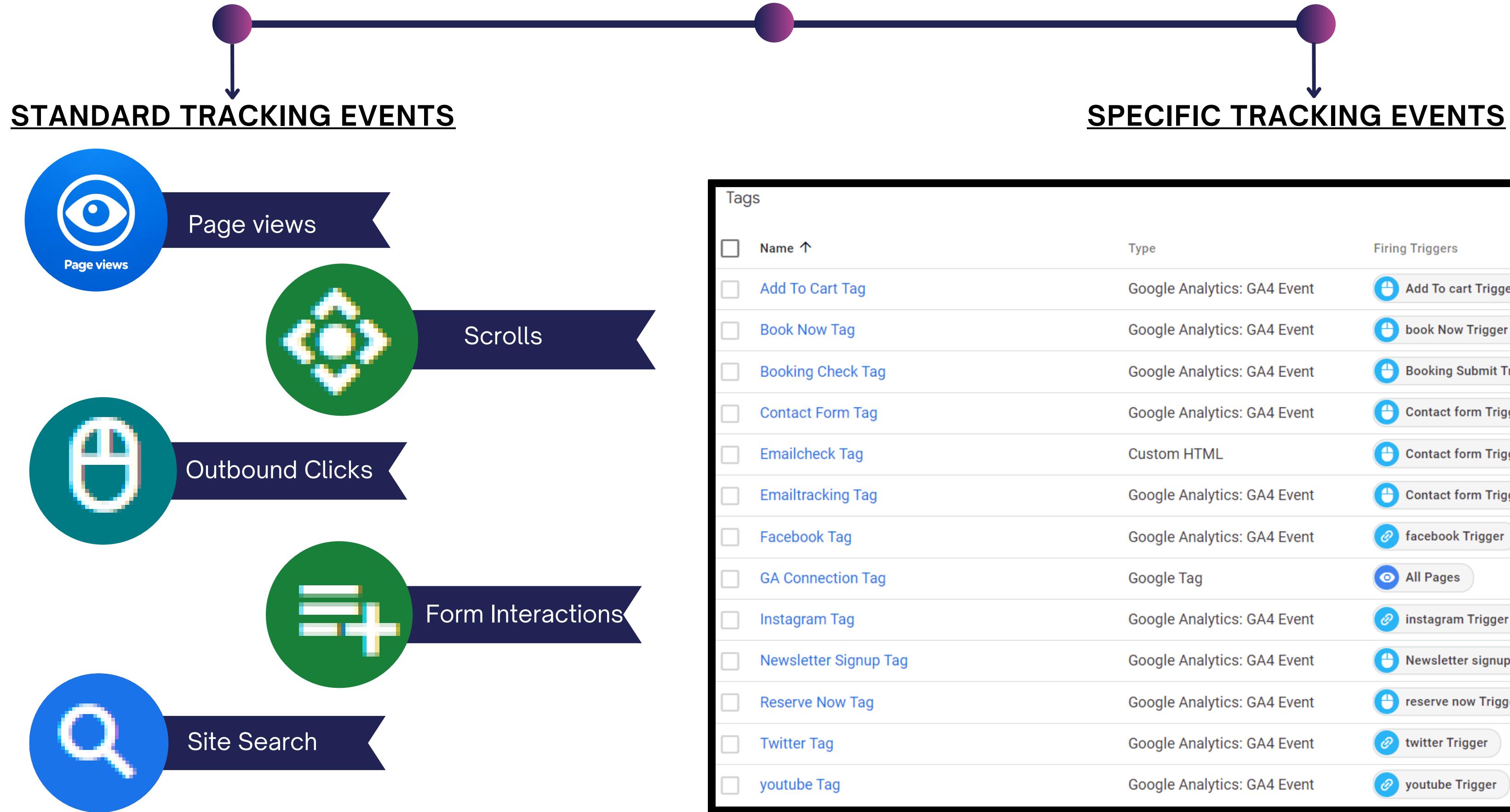


CUSTOMER JOURNEY

ISABELLA



EVENTS TRACKING PLAN



Variable Configuration

Variable Type



Custom JavaScript

Custom JavaScript ?

```
1 function() {  
2   var formInput = document.getElementById("emailtracking").value;  
3   return formInput;  
4 }
```

Advanced Tracking with Google Tag Manager

Tag Configuration

Tag Type



Google Analytics: GA4 Event
Google Analytics

Measurement ID
G-OSJ0W0M0VR

Google tag found in this container

Event Name ?
Book Now Carousel

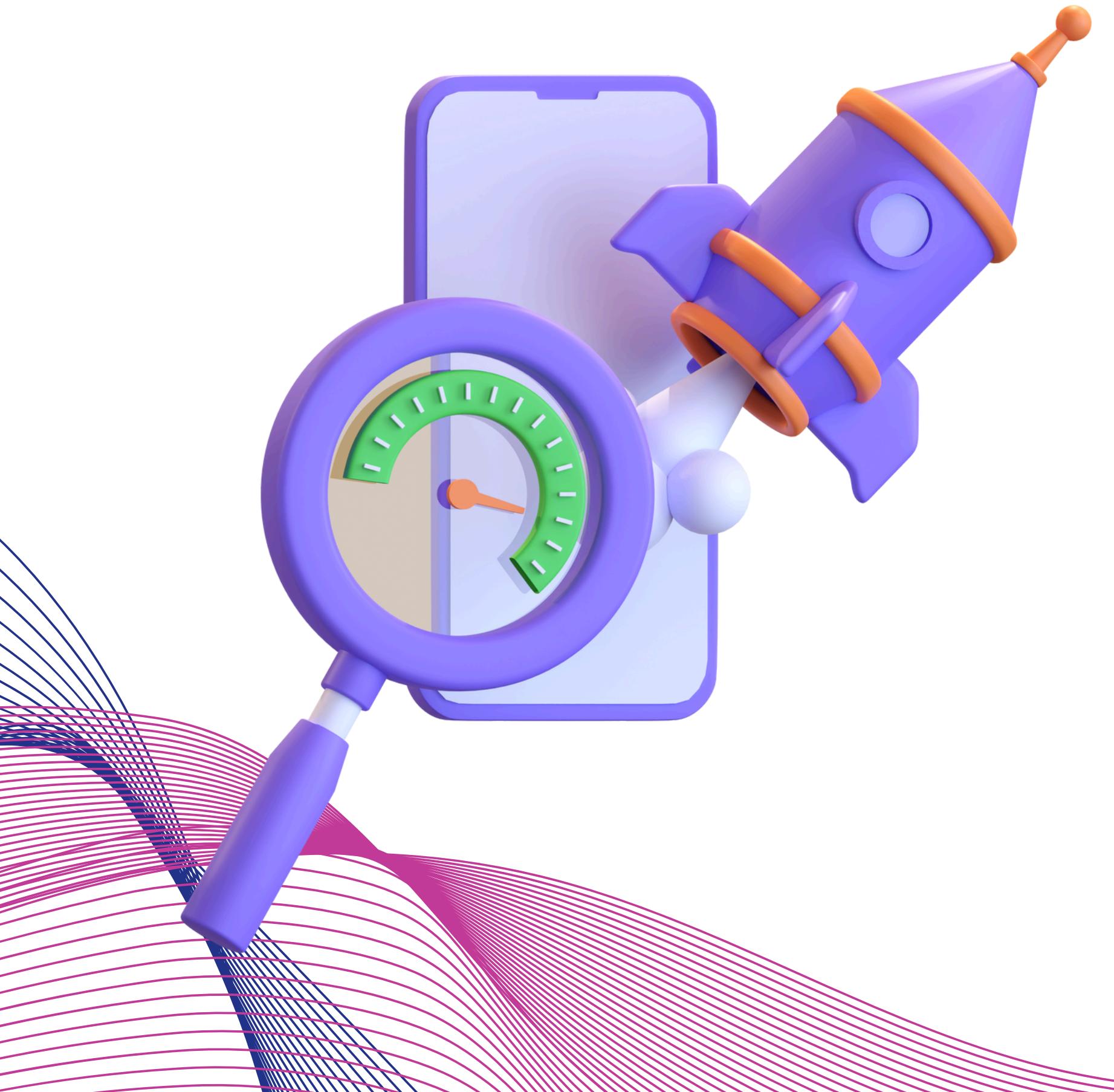
Triggering

Firing Triggers



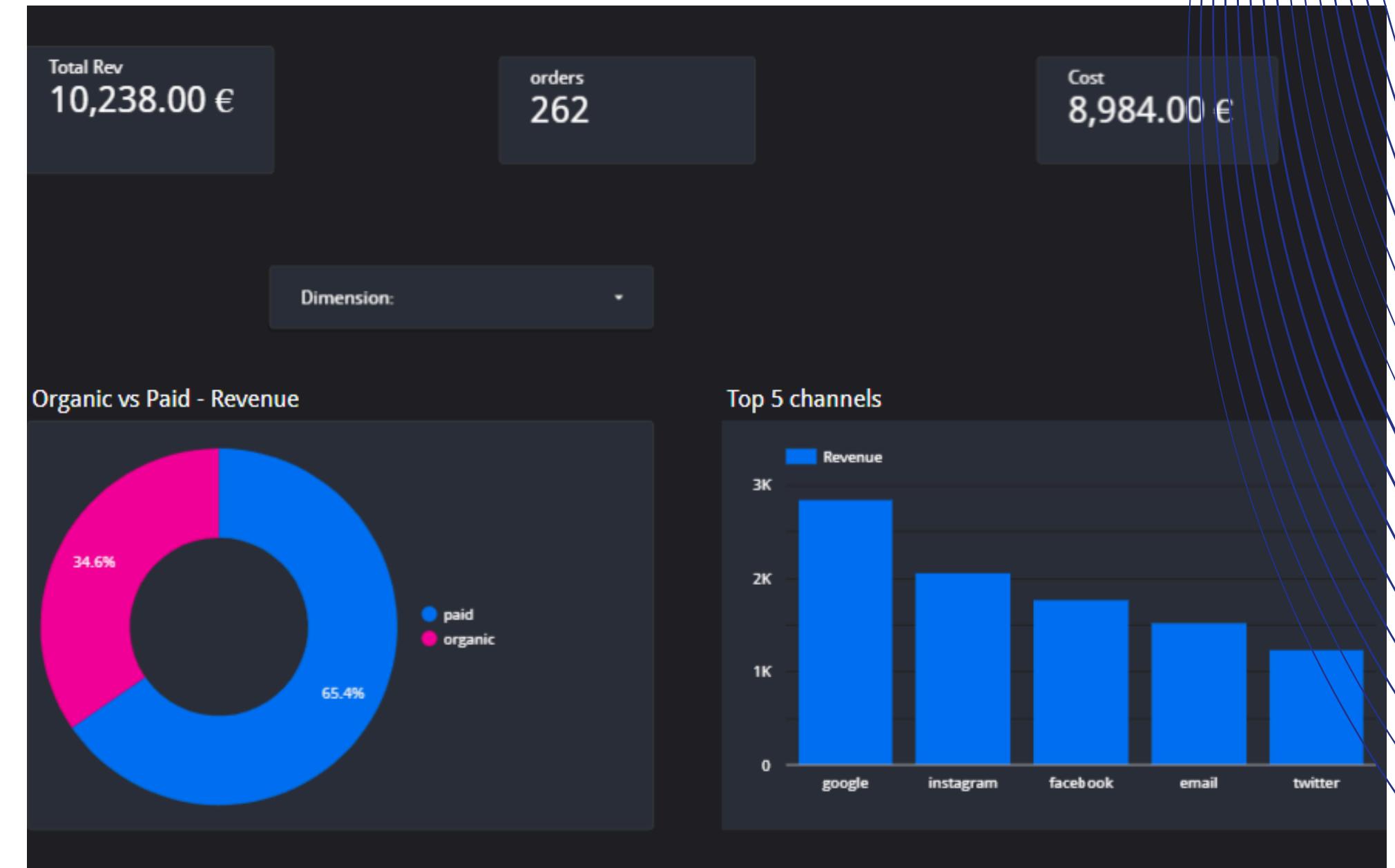
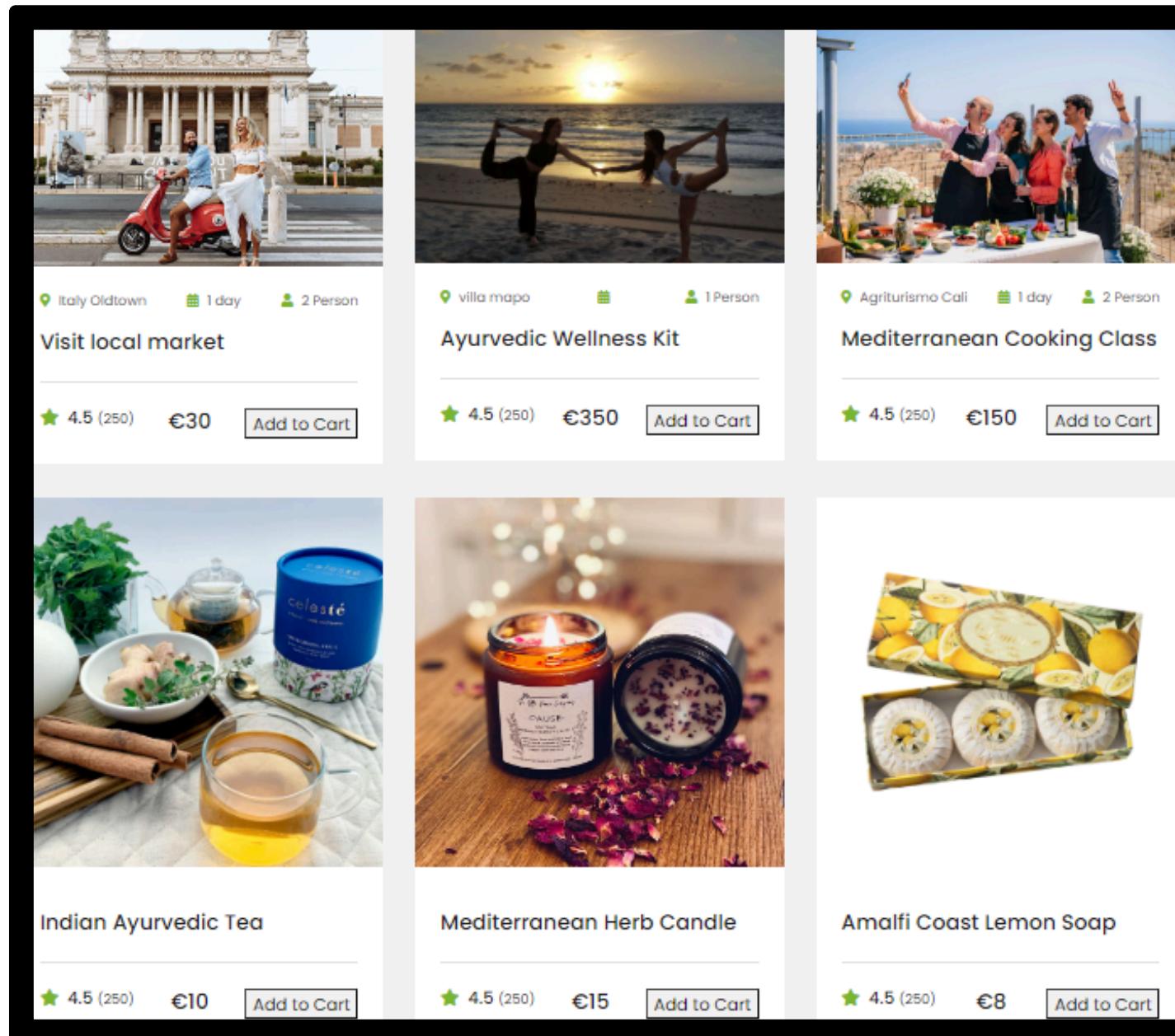
book Now Trigger
All Elements

Analytics & INSIGHTS



Performance Analysis

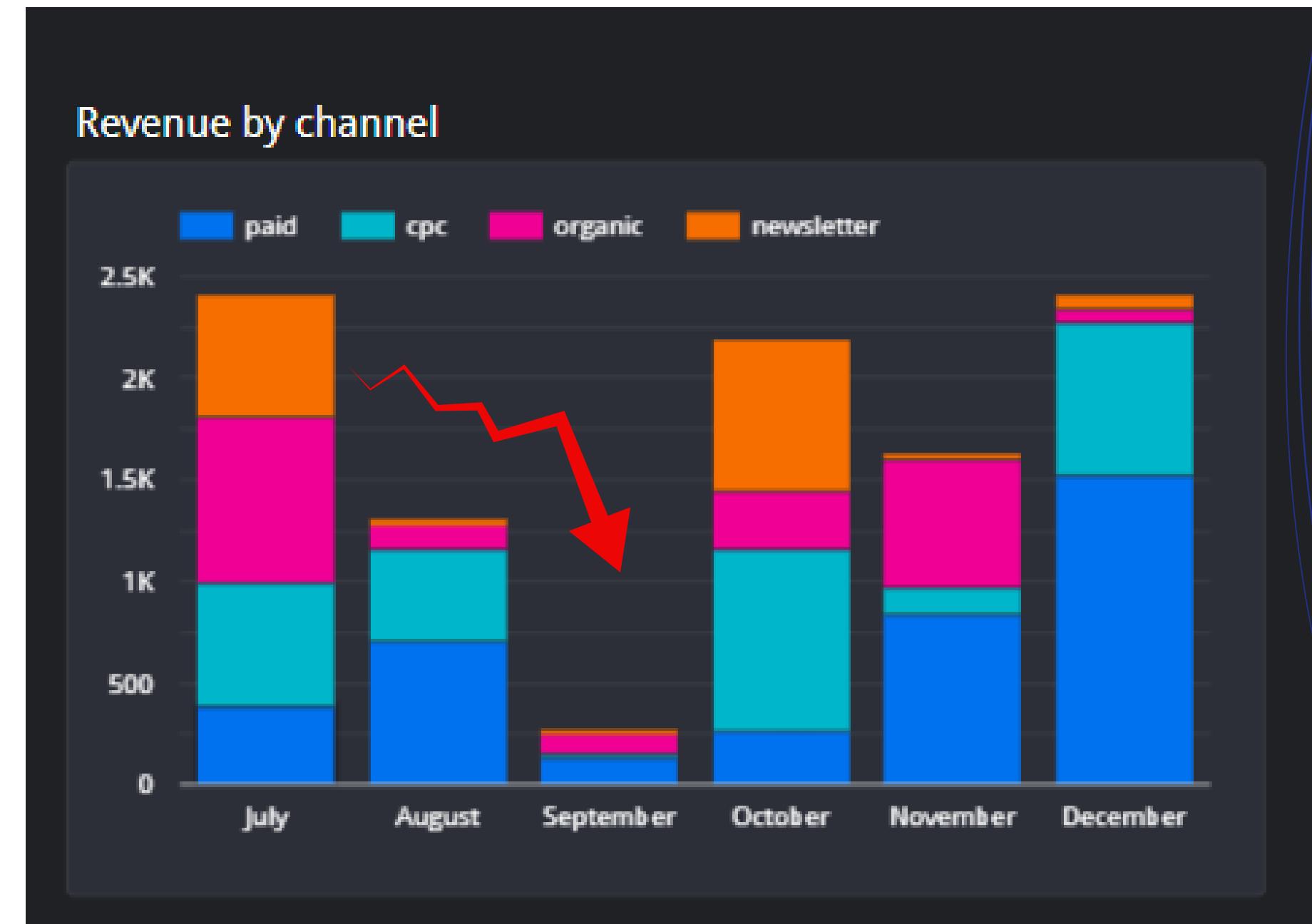
Sales Revenue (Products)



Channel Analysis

Revenue Drop in September!

Focus cpc and Newsletter

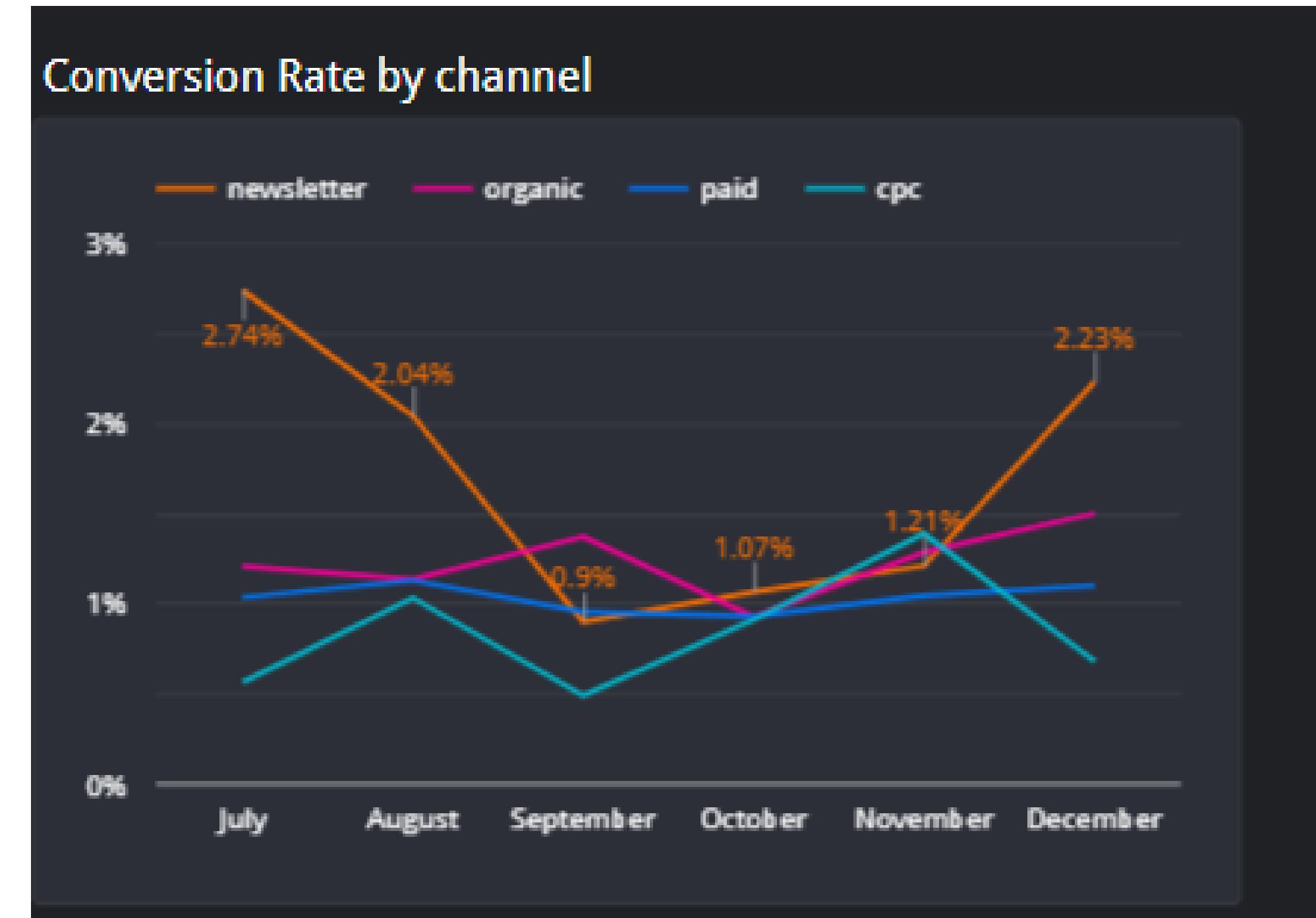


Channel Analysis

Conversion Rate dropped!

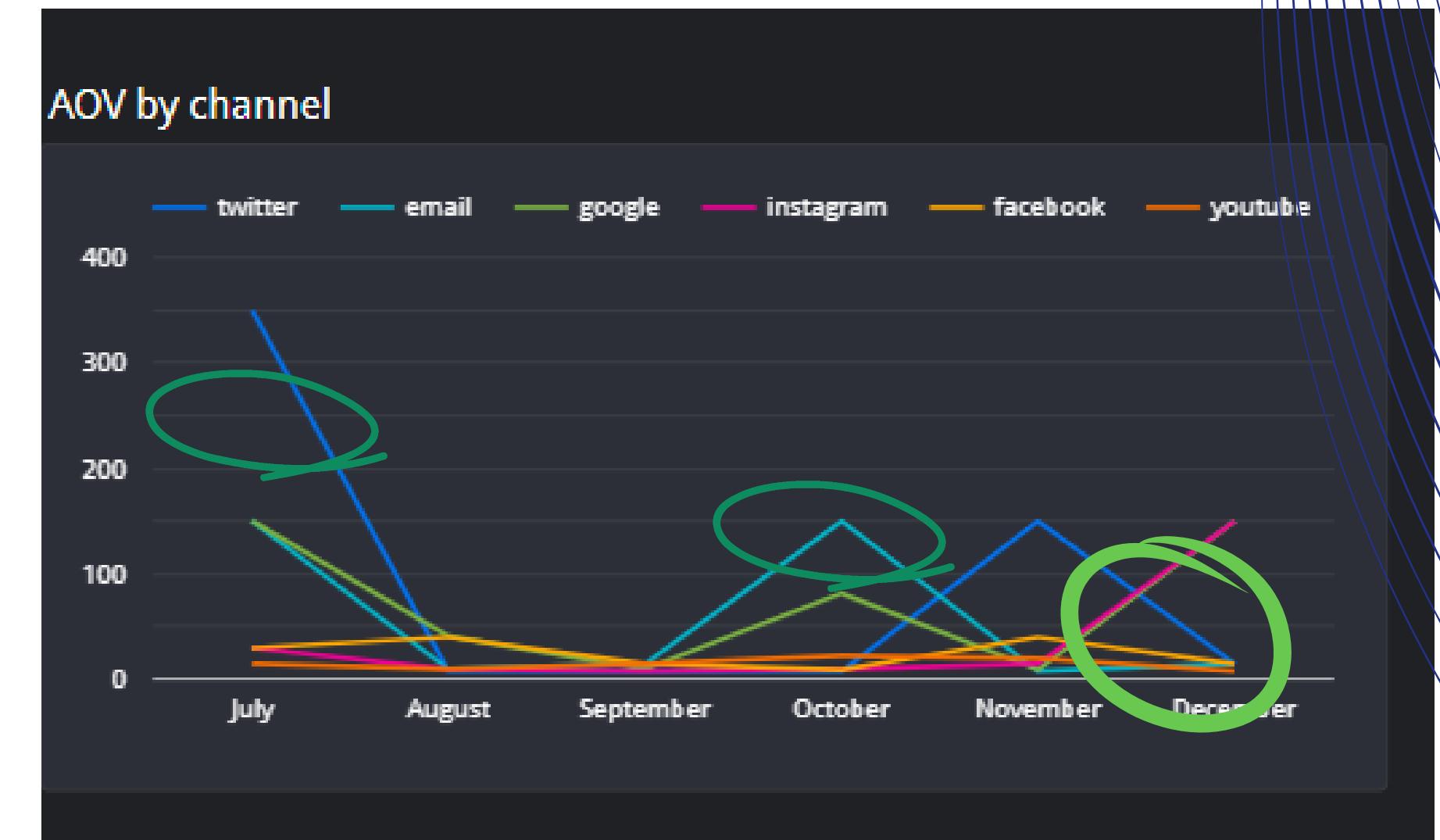
cpc

Newsletter



Channel Analysis

Low AOV in September!



Twitter & Email
Instagram

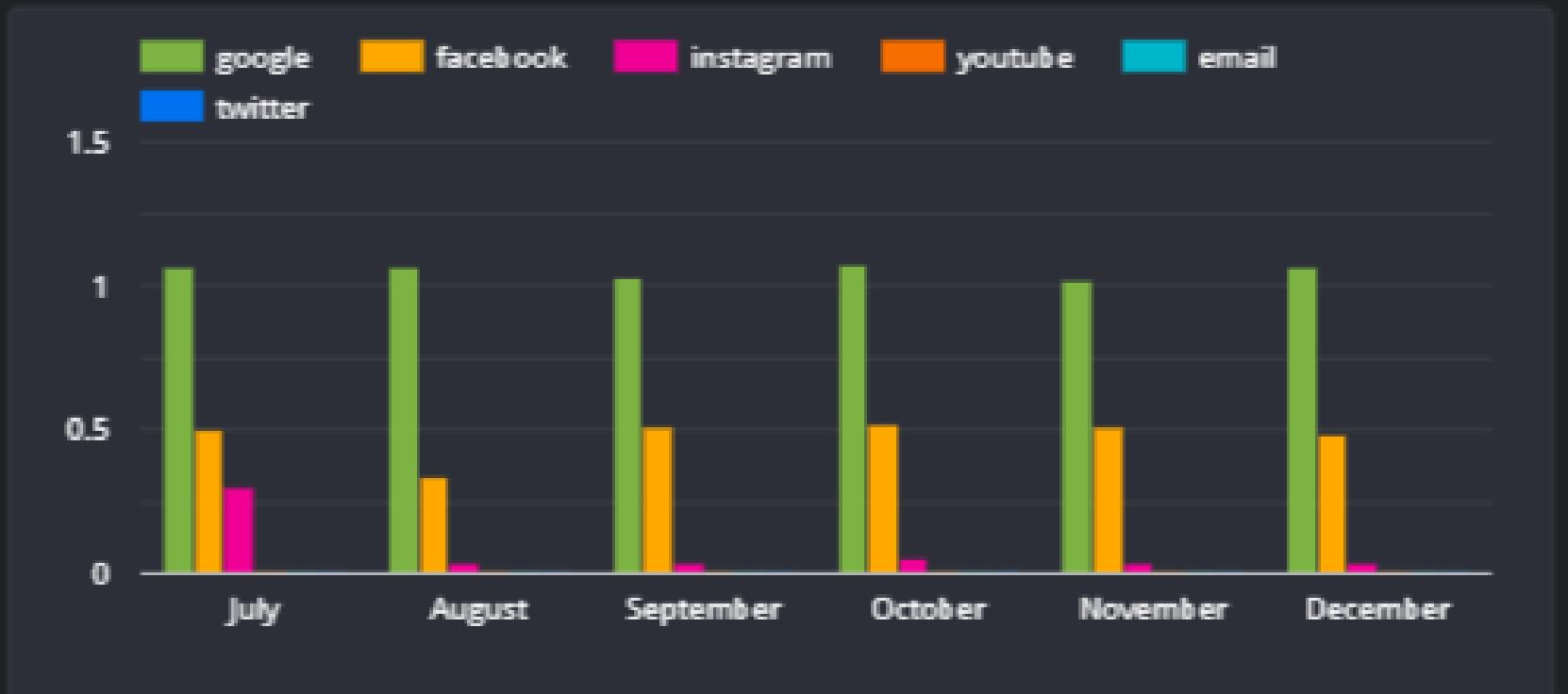


Channel Analysis

very low cost per click



Cost per Click by channel



ROAS

Untitled query

RUN DOWNLOAD SHARE

```
1 SELECT Source, sum(revenue)/sum(Cost)*100 AS ROAS
2 FROM `villamapo.villamapodata.channel data`
3 WHERE Not Source in ('twitter','email','youtube')
4 group by source
5 order by source DESC
6
```

Query results

JOB INFORMATION RESULTS CHART JSON EXECUTE

Row	Source	ROAS
1	instagram	553.4759358288...
2	google	52.93244246473...
3	facebook	55.09000620732...



Insights & Recommendations



Increase bookings

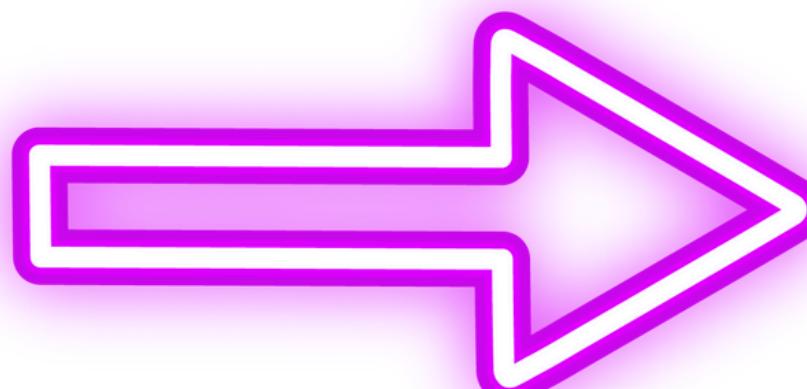
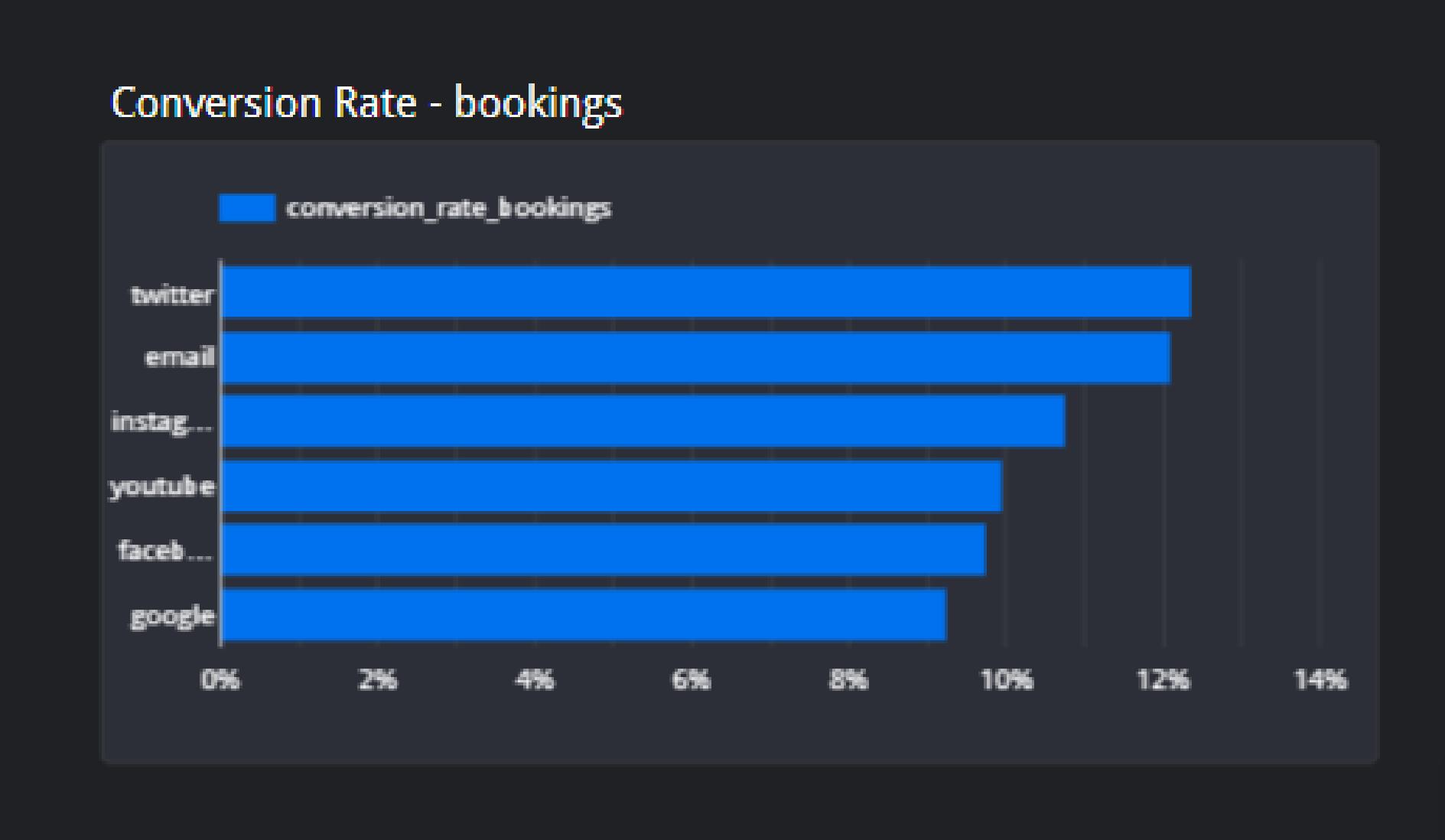
Use **personalized** communication
(Email - e.g. Mailchimp)

Offer **customized** packages:

100€/night

Minimum stay of 3 nights! Get the 4th night for **free**

Increase margin on extras! (e.g. bike tours, bike rental)



100€ Rev
-70€ Costs
=30€ Profit
-Acquisition costs
= 10€ Margin



Use Messaging APPS

WhatsApp: 1.22 billion daily active users

Messaging Apps now join email als **customers' second-most-preferred communication channel**

Target AUDIENCE

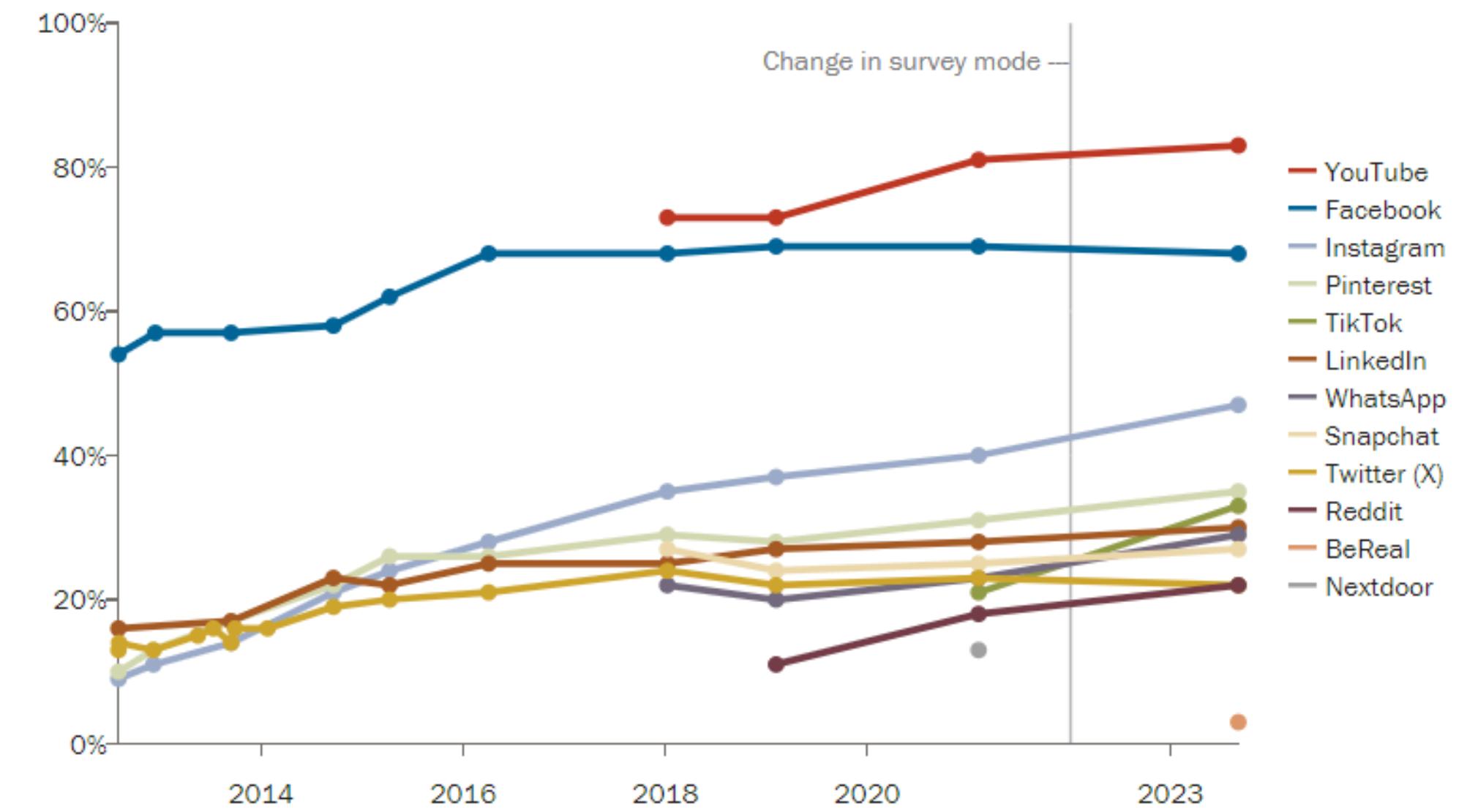
Facebook is the most popular across the board, but particularly with people over the age of 50, followed closely by YouTube.

Focus on Instagram & YouTube!

Add: TikTok!

Which social media platforms are most popular

% of U.S. adults who say they ever use ...

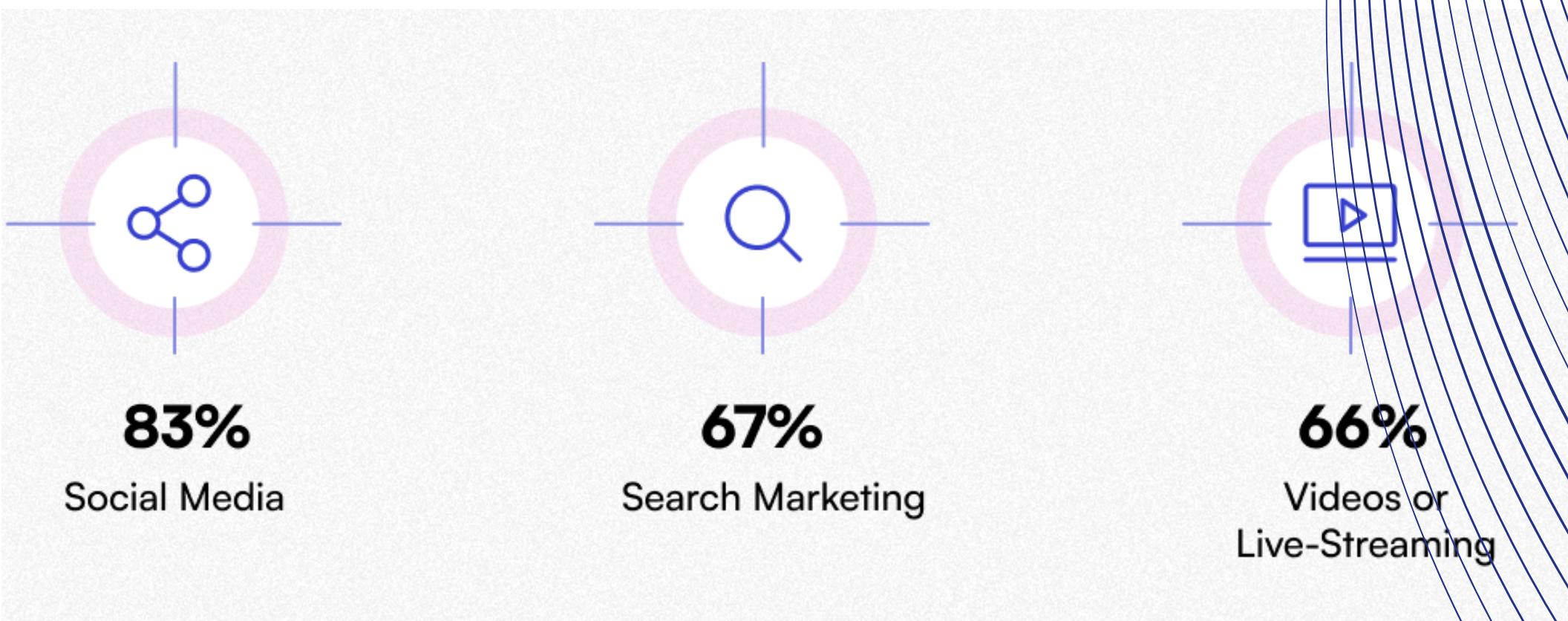


Use Video CONTENT



Before making a purchase,
customers research on Social
Media

**Increase social media short
videos** on Twitter, Instagram and
YouTube



Use INFLUENCERS

Thriving influencer community can be built to offer **authentic storytelling** and a strong understanding of the **travel experience**



chrisburkard

Follow

Message



...

4,784 posts

3.9M followers

1,557 following

ChrisBurkard

@ chrisburkard

Photographer

Have Camera, Will Travel.

Photographer•Speaker•Filmmaker

BTS @burkgnar

trtltravel.com/products/chris-burkard-trtl-travel-pillow-cool?view=gh-chris-burkard-branding



VATNAJÖKULL



MÝRDALSJÖ...



ICELAND GUI...



TOUR DIVIDE



VOLCANO



FAMILY TRIP



FORGOTTEN...

POSTS

REELS

TAGGED



Sources

<https://blog.beehiiv.com/p/2023-email-marketing-stats-for-creators>

[https://blog.beehiiv.com/p/multi-channel-marketing-statistics:](https://blog.beehiiv.com/p/multi-channel-marketing-statistics)

<https://www.promodo.com/blog/tourism-marketing-benchmarks#hospitality-benchmarks-for-social-media-marketing>

<https://www.sciencedirect.com/science/article/abs/pii/S0261517723000778>

The background features a complex, abstract design composed of numerous thin, light-red lines forming various geometric shapes like triangles and chevrons. These lines are concentrated in the upper left quadrant, creating a sense of depth and perspective as if looking down a tunnel or at a wall of repeating patterns.

*Thank
you!*