

General Information

This document will contain additional information about our project. This includes, but is not limited to, a more detailed explanation of the task outcomes, a more precise definition of the setting, and how the tasks relate to each other.

Name of resort: Celestia Natura

Setting definition

Our client is the owner of a newly built luxury wellness and rehab resort in the beautiful region of Tyrol. This section will give you an insight into some of the hard facts about the resort in general. The entire digital marketing concept revolves around them.

Size

The resort has 60 suits available. The maximum capacity is approximately 140 residents.

Location

The resort is situated almost on the top of a mountain, with no other buildings in sight, and offers stunning views of nature. There is a clear lake at the foot of the mountain. Part of the shore belongs to the owners of the resort and has exclusive access for resort residents. Generally, they are very quiet and the environment seems untouched.

Services

It goes without saying that this resort has an exceptional level of service compared to other spa resorts in the area. Suites, room service, saunas, pools, etc.

Apart from the standard wellness resort services, there are also some extravagances.

The resort employs several experts in various fields related to physical and mental health. Physiotherapists, masseuses and meditation guides are just a few examples that can be easily booked. The kitchen staff are also instructed to cater for any dietary restrictions that guests may have, as long as these are communicated in advance.

The variety of events and activities is also astounding. Whether residents want to stay in the resort, go to the top of the mountain, be in the countryside, be by the lake, be active or relax. There is something for everyone.

Target Audience

This luxurious and exclusive resort attracts people from all over the world. From stars looking to get away from the crowds to competitive athletes looking to relax in the off-season, to couples looking for a romantic getaway. The one thing they all have in common is that money is not an issue.

The residents are also mostly middle-aged adults. (40+)

Introduction

“It’s a privilege to be here today to present our concepts – we’re inspired by the stunning location and exceptional offerings of Celestia Natura, and we’re eager to contribute to its success.”

Task 1 (7Ps/USP)

7Ps:

The 7Ps underline the key features of the resort. Exclusivity and wellness tailored to your needs. Particular emphasis is placed on exclusive access to the lake. The nature of the advertising also emphasises that the resort is not to be promoted to the general public. High end clients among themselves.

USP:

The USP is similar. A place for the rich and popular, and only they know about it.

Task 2 (Target Groups/Persona)

Target Groups:

The primary target group focuses on affluent clients desiring relaxation and rejuvenation, aligning with the luxury and exclusivity of the resort.

The secondary target group targets professional athletes seeking premium recovery services in a secluded, serene environment. Both groups emphasize privacy, tailored services, and luxury, making them ideal matches for the resort’s unique offering.

Target Persona:

Sophia van der Meer, 45, is a successful law firm partner specializing in mergers. She seeks exclusive, luxurious wellness retreats to recharge from her demanding career, prioritizing privacy, tailored programs, and serene natural settings.

Task 3 (Digital Advertising Instruments/Customer Journey)

This task focuses on the strategic use of digital advertising tools along the customer journey to promote our luxury spa resort in Tyrol. The approach targets high-end clientele, emphasizing exclusivity, privacy, and bespoke experiences. Key stages include:

Awareness Phase: Using social media, search ads, influencer collaborations, and SEO content to attract attention.

Interest Phase: Engaging potential guests with personalized emails, interactive social media posts, retargeting, and virtual tours.

Decision Phase: Driving bookings through limited time offers, testimonials, a seamless booking experience, and remarketing.

Loyalty Phase: Building guest loyalty with tailored communication, VIP programs, exclusive early access, and fostering a community via social media.

Task 4 (Paid Social – Social Media Campaign)

Overview:

This task focused on the creation of a targeted social media campaign for Instagram, designed to raise awareness about Celestia Natura and inspire engagement among its primary audience. The campaign consisted of both Instagram Feed Ads and Story Ads, each tailored to highlight the resort's unique offerings.

Deliverables:

1. Instagram Feed Ad:

- A visually captivating video slideshow showcasing Celestia Natura's stunning mountain location, private lakeside access, and world-class wellness amenities.
- Designed with a strong call to action (e.g., "Book Your Exclusive Escape Now"), encouraging users to explore further.

2. Instagram Story Ad:

- A dynamic, full-screen video slideshow emphasizing relaxation, exclusivity, and tranquillity.
- Short, impactful text overlays to inspire immediate action (e.g., "Swipe Up to Discover More").

Visual Approach:

High-quality imagery was carefully selected to align with the resort's brand identity, evoking a sense of exclusivity, luxury, and serenity. Tools like Canva were used to design professional, engaging video slideshows, while the Facebook Ads Manager provided a preview of how these ads would appear to the audience.

Outcome:

The campaign successfully encapsulates the essence of Celestia Natura, targeting high-net-worth individuals who value privacy, luxury, and personalized wellness experiences. The visuals and messaging work together to create emotional appeal and drive potential guests to take the next step.

Task 5: Influencer Marketing

Summary

Influencer marketing will enhance the resort's brand image and connect with affluent audiences. By collaborating with prominent figures aligned with luxury, wellness, and exclusivity, the campaign will drive targeted promotion.

Selected Influencers

1. Manuel Feller – Austrian Ski Racer
 - Aligns with the resort's wellness focus and appeals to audiences valuing resilience and nature.
2. Wim Wenders – German Filmmaker
 - Highlights the resort's stunning natural setting in artistic projects, boosting global prestige.
3. Nils Henkel – Michelin-Starred Chef
 - Embodies sustainability and fine dining, attracting high-profile guests with exclusive culinary events.

Proposed Activities

- Social Media Campaigns: Showcase influencer experiences at the resort.
- Signature Events: Host gourmet weekends, private screenings, and wellness retreats.
- Content Creation: Collaborate on videos and photos that highlight the resort's unique features.

Task 6: Email Marketing

Summary

The email marketing strategy focuses on engaging with loyal guests by offering exclusive perks and experiences designed to showcase the resort's luxury and uniqueness. These tailored communications strengthen guest relationships, drive repeat bookings, and enhance the brand's reputation as a premium destination in the Tyrolean Alps.

Key Components of the Email Campaign

1. Personalized Messaging

- Each email addresses guests by name and reflects their previous experiences at the resort to establish a personal connection.

2. Exclusive Offers for Returning Guests

- **Private Chauffeur Service:** Door-to-door transportation with refreshments for a seamless, luxurious journey.
- **Personal Butler Service:** Around-the-clock assistance, from luggage handling to curated dining experiences.
- **Gourmet Dinner Under the Stars:** A Michelin-starred dining experience in the serene Tyrolean wilderness.
- **Helicopter Tour of the Alps:** A private adventure showcasing breathtaking landscapes, complete with champagne mid-flight.

3. Interactive Features

- **Clear Call-to-Actions (CTAs):** Encourage guests to "Book Now" or "Explore Exclusive Offers."
- **Clickable Links:** Direct guests to special promotions or additional details about the services.
- **Feedback Options:** Allow recipients to share preferences for tailored follow-up offers.

4. Design and Tone

- **Visual Appeal:** High-quality imagery of the resort, highlighting the exclusivity of the services.
- **Luxury-Oriented Language:** Messaging that evokes sophistication, exclusivity, and tranquility.

Objectives

- Encourage repeat bookings by offering personalized rewards.

- Highlight the resort's unparalleled luxury and attention to detail.
- Strengthen the emotional bond between the guests and the brand.

Impact

This email campaign ensures a lasting impression on guests, driving loyalty and reinforcing the resort's position as a premium destination.

Task 7: Keyword Research

The blog content strategy focuses on five core topics that align with the resort's unique offerings and target audience. Using priority keywords like *Health Benefits of Sauna Bathing* and *Outdoor Activities in Nature*, the blogs will target affluent individuals seeking wellness and luxury experiences. SEO-optimized assets, including custom URLs, compelling titles, meta descriptions, and structured headlines, are designed to enhance search visibility and attract organic traffic. The content emphasizes exclusivity, personalized wellness, and the rejuvenating effects of nature, reflecting the resort's core values.

Example of a detailed Blog Plans:

1. Experts in Wellness

- Priority Keyword: Experts in Wellness
- URL: /highly-qualified-specialists
- **Title:** "Why Highly Qualified Specialists Are the Key to Your Wellbeing"
- **Meta Description:** "Explore why highly qualified specialists in wellness and health are essential for personalized care, stress relief, and holistic well-being at luxury resorts."
- **H1:** "Why Wellness Professionals Matter"
- **Sub-Headlines:**
 - **H2:** "The Role of Experts in Luxury Wellness"
 - **H3:** "Personalized Care for Stress Relief and Relaxation"
 - **H2:** "Specialists in Physiotherapy and Mental Health"

Task 8: SEO Technical Requirements

To ensure optimal search engine performance and a seamless user experience, the website must meet the following SEO requirements:

- **XML Sitemap:** Ensure proper submission and validation to aid search engines in understanding site structure.
- **Page Speed Optimization:** Maintain fast loading speeds with First Input Delay < 100 ms, Time to Load < 3s, and Lighthouse scores >= 90.
- **Internal Linking:** Create intuitive navigation with descriptive anchor texts and ensure no broken links.
- **Mobile-Friendly Design:** Guarantee a responsive, user-friendly interface across all devices.

- **Hreflang Tags:** Implement tags for language and regional targeting to enhance global accessibility.
- **Image Optimization:** Use descriptive filenames, alt text, and efficient formats like WebP to improve loading times and search rankings.
- **HTTPS Security:** Enable HTTPS for all pages, ensuring secure user interactions, especially during booking and payment.

Task 9: Website Goals

The website aims to attract potential customers, provide relevant information, and convert visitors into bookings through clear macro and micro goals.

- **Macro Conversions:**
 1. **Online Booking Completion:** Drive reservations via a seamless booking system, tracking submission rates and revenue generated.
 2. **Newsletter Subscriptions:** Grow the email list to nurture leads, measuring subscription and email open rates.
- **Micro Conversions:**
 1. **Blog Engagement:** Engage visitors with informative content, tracking time spent on pages and click-through rates on calls-to-action.
 2. **Virtual Tour Engagement:** Inspire trust and excitement by offering a virtual tour, measuring click rates and completion percentages.

Task 10: Google Data Studio Dashboard Concept

Summary

The dashboard will consist of five interactive and intuitive pages designed to provide key insights into website performance and marketing effectiveness. Each page will focus on a specific area, ensuring comprehensive tracking and actionable insights. Interactive elements like filters, dropdowns, and time range selectors will make the dashboard user-friendly and customizable for the client's needs.

Dashboard Pages and Key Features

1. **Page 1: Management Summary**
 - **Elements:** Scorecards for total revenue, total bookings, and website sessions; pie chart for booking sources; time series chart for revenue trends.
 - **Metrics:** Revenue, bookings, occupancy rate, conversion rate.
 - **Interactive Features:** Date range filter to view metrics over a specified period.
2. **Page 2: Bookings & Revenue**
 - **Elements:** Bar chart for revenue by room type; time series chart for monthly revenue; scorecards for average booking value and average stay duration.
 - **Metrics:** Revenue by room type, total revenue, average booking value, average length of stay.
 - **Interactive Features:** Dropdown to filter by room type or booking source.

3. Page 3: Acquisition & Channel Traffic

- **Elements:** Pie chart for traffic sources; time series chart for traffic trends by channel; scorecards for traffic from top-performing sources.
- **Metrics:** Organic traffic, paid traffic, referral traffic, direct traffic, social media traffic.
- **Interactive Features:** Filters for traffic source and geographical region.

4. Page 4: Behavior of Users

- **Elements:** Funnel visualization for the booking process; scorecards for average session duration and bounce rate; heatmap for most-clicked areas.
- **Metrics:** Session duration, pages per session, bounce rate, key steps in the booking funnel.
- **Interactive Features:** Dropdown to filter by device type (mobile, desktop, tablet).

5. Page 5: Google Ads – Key Metrics

- **Elements:** Scorecards for total spend and conversions; bar chart for ROAS (Return on Ad Spend) by campaign; table for top-performing keywords.
- **Metrics:** Ad spend, conversions, CTR, ROAS, keyword performance.
- **Interactive Features:** Filter by campaign type and time period.

Farewell

“With our approach, we aim to showcase the unique beauty of Celestia Natura to a global audience and help solidify its place as a premier wellness destination.”