# 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.

## 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, the 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+)

## 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.