**Awareness Phase**

**Goal**: Attract attention to the exclusive luxury holiday home.

1. **Social Media Ads:**
   * Platforms: Instagram, Facebook, LinkedIn.
   * Content: Stunning visuals of the resort’s opulent amenities, exclusive experiences, and Tyrol’s scenic luxury appeal.
   * Targeting: Upper-class demographics and interests (luxury travel, wellness, fine living).
2. **Search Engine Advertising (SEA):**
   * Google Ads with high-value keywords like “Luxury Spa Retreat Tyrol” and “Exclusive Alpine Getaways.”
   * Display ads on premium websites and luxury travel blogs.
3. **Influencer Marketing:**
   * Collaborate with high-profile wellness and lifestyle influencers to create aspirational content.
   * Focus on influencers with affluent audiences.
4. **Content Marketing:**
   * Blog articles (e.g., “Top 5 Luxury Spa Resorts in the Alps”) with strong SEO.
   * High-quality video content highlighting bespoke experiences and amenities.

**Interest Phase**

Goal: Generate interest and engagement with the brand.

1. **Email Marketing:**
   * Send sophisticated, personalized newsletters featuring exclusive offers, seasonal packages, and resort highlights.
2. **Social Media Content:**
   * Interactive posts, such as behind-the-scenes videos, luxury spa rituals, and Q&A sessions with wellness experts.
   * Highlight high-value offerings like private suites, personal spa treatments, and gourmet dining experiences.
3. **Retargeting Ads:**
   * Display personalized ads to visitors who explored the website but didn’t book, emphasizing exclusivity and premium features.
4. **Virtual Tour Videos:**
   * Offer immersive tours of the resort’s most luxurious features to capture the imagination of potential guests.

**Decision Phase**

Goal: Convince potential guests to book.

1. **Limited-Time Offers:**
   * Highlight exclusive packages, such as “VIP Alpine Spa Escape” or “Luxury Wellness Retreat” with added perks (e.g., complimentary wine tasting, chauffeur service).
2. **Testimonials and Reviews:**
   * Showcase glowing reviews from high-profile guests or renowned publications.
3. **Streamlined Booking Experience:**
   * Optimize the booking platform for simplicity and luxury, offering concierge services during the process.
4. **Remarketing Campaigns:**
   * Use dynamic ads to remind potential guests of their interest with personalized messaging and tailored visuals.

**Loyalty Phase**

Goal: Ensure guests return and recommend the resort.

1. **Tailored Post-Stay Communication:**
   * Send thank-you emails with personalized offers for future stays.
   * Offer exclusive discounts for returning guests and referrals.
2. **VIP Loyalty Program:**
   * Implement a program with tiered rewards, such as priority bookings, bespoke packages, and luxury upgrades.
3. **Engage via Social Media:**
   * Highlight guest stories and encourage them to share their experiences.
   * Build an elite community by tagging and celebrating returning guests.
4. **Exclusive Early Access:**
   * Provide past guests with early access to new luxury offerings, such as special events or new facilities.