

Digital Channels and Social Media Management in Luxury Markets



Digital Channels and Social Media Management in Luxury Markets (Routledge-Giappichelli Studies in Business and Management) by Jordannah Elizabeth

★★★★★ 5 out of 5

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Screen Reader : Supported



Edited by Claudia D'Arpizio, Cecilia Rossi, and Veronica Vecchi

This book explores the impact of digital technologies on the luxury industry, examining how luxury brands can leverage digital channels and social media to enhance their customer engagement, build brand loyalty, and drive sales.

The book is divided into three parts. Part one provides an overview of the digital landscape, including the key trends and technologies shaping the industry. Part two examines the use of digital channels for marketing and communication, including social media, e-commerce, and mobile marketing. Part three explores the use of digital technologies for customer

relationship management, including loyalty programs, personalization, and data analytics.

This book is a valuable resource for luxury brand managers, marketers, and researchers. It provides a comprehensive overview of the digital landscape and offers practical advice on how to leverage digital technologies to achieve business objectives.

Key Features

- Provides a comprehensive overview of the digital landscape and its impact on the luxury industry
- Examines the use of digital channels for marketing and communication, including social media, e-commerce, and mobile marketing
- Explores the use of digital technologies for customer relationship management, including loyalty programs, personalization, and data analytics
- Features case studies from leading luxury brands
- Written by a team of experts in the field of luxury marketing

Table of Contents

- 1.
2. The Digital Landscape
3. Digital Marketing and Communication
4. Customer Relationship Management

5. Case Studies

6.

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About the Editors

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