SEARCH ENGINE OPTIMIZATION (SEO) AND SOCIAL MEDIA MARKETING TECHNIQUES AND ITS IMPACT AS A MARKETING TOOL WITH SPECIAL REFERENCE TO LUXURY BRANDS

Ms. Mansi Kumari[1], Ms. Ashwati Patthey[1], Dr. Nilesh Anute[2]

[1]Research scholar, ASM Group of Institutes, Pune
[2]Associate Professor, ASM Group of Institutes, Pune

ABSTRACT

The study is focused on luxury brands and their marketing strategy inclusive of SOPs and Social media marketing. Luxury brands are famous for its uniqueness and exclusiveness. What makes them demanding and irresistible to customers is their strategy of scarcity of products, creating an image of them being extremely luxurious and status centric. The study shows how the luxury brands market themselves with the help of SEO and Social Media marketing. The products being very exclusive in nature it is very difficult for the brand to find a customer base and sell customized products.At the end of this study we will be able to know how various luxury brands market their products and make them visible to their prospective customers through Search Engine Optimization and Social Media Marketing.

Keywords: SEO (Search Engine Optimisation), Luxury Brand, Social Media Marketing, Exclusive, Customer base, Optimisation

1. INTRODUCTION

A product which cannot be found online or doesn't have an appearance on social media or unable to drag in prospective customers online is said to be inexistent. Hence, having a fully functional robust website regarding the same is important to its extremities. In order to have a booming presence online and be able to shine on top of all searches for the relevant product SEO is very important.

SEO Audit and Technical Optimization

Before getting into any more details a foundation to all concepts is very important. Considering the technicalities, it is very important for the website to be in a fantastic condition so that it can take everything you throw at it. One of the most important aspects of Google`s ranking breakthrough is site loading speed. To scan the website off its necessities an SEO scrutinization is performed. In reference to SEO Works : "An SEO scrutinization is a health check for your website. It looks at the technical infrastructure of your website, the on-page elements and off-page essentials to optimize Search Engine visibility, usability and conversion."

A start to every SEO escalation task is an SEO audit. In order for you content to fulfill its urge to be visible online, the tech should be exactly adequate and appropriate. Things that will be diagnosed would be like fractured links, 404 errors, less page-loading speeds, website's images without alt text, missing page headings and meta specifications, and so on. Screaming frog, an essential tool which is being incorporated widely by the SEO Collaborative. Screaming Fog analyses the website in a short period of time and finds out if your website has the above problems and where they are on your website. Various implementations like Pingdom, GT Metrix, or Google's Page Speed analysis can provide adequate information about website's ability to load and give out an idea of what can be done to correct the speed of site loading.

Social Media Marketing is all about marketing your product with the help of social media. It helps in getting potential customers interested in your product and diverts them to your website in turn increasing sales.

A luxury brand is a brand that can be defined as an exclusive, luxurious, status centric, high price tags, customized products. Luxury brands can be identified in various different sectors, especially retail, hospitality and automotive. The most important aspect that makes the luxury brand extremely exclusive are that they do not seek to serve too many number of people, neither do they want their product to be easily accessible even at the high prices. Hence, in a luxury market scarcity of a product is what makes it more aspirational and desirable in the first place.

Luxury brands have come into picture for the longest time but they haven't been very social media present, hence lower in the media ranks. So, to join these social media ranks they are now focusing on increasing their budget to increase their presence online. Brands were previously associated with advertising or marketing their product through magazines or print media. Once a luxury brand conquers the online market the loyal following and

interest in the brand grows to an innumerable extent. Luxury brands have the best advantage of already having a good rapport about certain product that they sell other than the new products to be launched.

When it comes to Search Engine Optimization, the customers are the most premium ones. They are not interested in the mass market but are looking for something extraordinary. Therefore, these luxury brands need a very strong SEO to make their brand visible to their prospective customers.

Figure 1. Platform share of US Brands Social Ad Budgets

Source: http://4.bp.blogspot.com
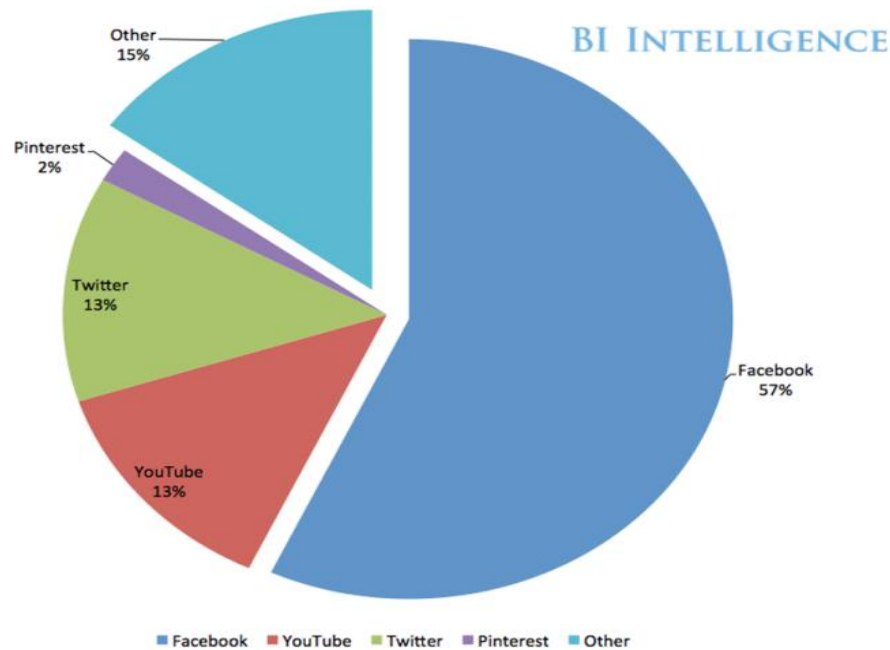
2.   LITERATURE REVIEW

- Chedia Dhaoui (2014), it has been observed that it is important to engage the prospect customers of luxury brands in social media platform. Social Media life Facebook plays a vital role in awareness of brand. When people like, share and comment on posts, the social media engagement increases and hence this can also lead to word of mouth marketing of brand.

- Yuri Seo, Margo Buchanan-Oliver (2014), in this research paper, it is observed that luxury brands convey the meaning that the brands convey their own culture and way of life. And this is the result that when a consumer talk about their lifestyle, they usually talk about a particular brand which is luxurious. It also shows that the cultural, social and external trends have shaped luxury brand meaning.

- Finadya Rienetta, Sri Rahayu Hijrah Hati and Gita Gayatri (2017), it is been stated that, Luxurious products are very sensitive in nature. Customers would like to touch and feel the luxurious product before purchasing. Very few of the customers are there who would prefer more of online purchasing rather than physically going to the store and purchase. Therefore the marketers need to design an attractive and powerful social media so that they can easily rely. The study has focused on the effects of social media marketing on customer equity and purchase intension of customer. This implies that the reputation and value of the company can only be maintained when the company is able to deliver quality product and also the capability of company to build a good relationship.

- Elisa Arrigo (2018), it is mentioned that the social media has come up with many opportunities for companies and at the same time it has also been a challenge for companies by they are providing the consumers with more knowledge and information about the company and hence giving much more control to them. And maybe this is the reason luxury brands were slow in adopting social media for marketing. But with the increasing demand and opportunities, even luxury brands need to adopt to social media and have a clear understanding of the power and all the different tools used in social media marketing.

- Giuseppe Colella, Cesare Amatulli & Maria Pillar Martinez-Ruiz (2019), the study shows that digitalization has changed the traditional communication between companies and the user. And because of thus consumers buying behavior has changed and their approach to new technologies as well. But the luxury industry is slower in adapting digitalization. And if they continue the same, it is chances that they might

be at loss. After further research, they observed that even luxury brands are also gradually increasing the use of social media for marketing their brand.

- Dean Creevey, Joseph Coughlan, Cristina O'connes (2021), the study shows that as luxurious brands provides supreme quality offerings to consumers in an offline mode, so now as the technology is emerging and so as social media users has also increased their expectations. Now, the challenge is democratization of both the luxury and social media environment.

3. SECONDARY DATA ANALYSIS

ESTEE LAUDER:

Introduction to brand

Estee Lauder, a luxury beauty brand; consists of a number of labels which are famous brand names for the generation today. Estee Lauder's headquarter is located in Manhattan, New York. Its includes beauty products categories such as hair care, make-up, skincare and fragrances. Estee Lauder Inc. gained exposure in the year 1946 by Estee Lauder and Mr. Joseph Lauder. Estee Lauder encysted to open every franchise herself. Customers were treated like guests at spa life counter which was present at all stores. This tradition of guest like treatment which is being continued to this day at all Estee Lauder retail shops. Estee Lauder owns 30 reputed brands some of them are Clinique, Coach, Michael Kors, Tory Burch, M-A-C, Bobby Brown, A-Veda, Origins, Aramis, Tomford, and Tommy Hilfiger.

Business Objectives of Estee Lauder Companies:

Face-creams were the first product of the company; they used to sell this in the salon. The brand's products were extraordinary and revolutionary they never followed the other's footsteps. Their mission is "Bringing the Best to Everyone We Touch and Being the Best in Everything We Do" Estee Lauder`s steps to promoting the brand through Digitization and its results. Estee Lauder generates profits by approaching the market digitally. They take overall support of the digital marketing strategy through online advertising, email advertising, social media campaigns, mobile-commerce etc.By using online communication, email advertising, social media campaigns and other digital marketing tools, they performed an online sale for its make-up products. The products were sold out in only a few hours after the sale started. The company is increasing their budget for digital marketing as their digital approach is well defined.You-Tube content creators helped in the growth of brand by giving tutorials for getting the perfect make-up done, advertising products, all have contributed to the organization's growth. Estee Lauder's Facebook page has about 1.9 million likes and all the latest beauty trends are posted on the page. E-commerce websites demands simple snapshots that are real, attractive and appeal directly to the customers to attract more of them.

SEO in Estee Lauder:

There are several methods to be first on the search results and create a prominent digital presence. Now, we will see some main steps in context with how SEO helps you be at the top of the search results and how it is necessary for the business.

In order to find a natural skin care product in Estee Lauder, Potential visitors might search and find many other things. They may recognize your brand as a natural chemical free brand, a "green" skincare line or a "sustainable" brand. A selection of such words can be used when searching for skin care products that match with customer's needs and demands.

Such types of natural/green skin care all have been searched so many times. "Green skincare" has been searched less times, but is facing the problem of being common amongst many skin care brands. This means it's not a desirable target keyword to pursue. "Natural skin care" and "organic skin care" both have high volume and high competition, so those are desirable targets, but are extremely difficult to rank for. The trick to this is finding a keyword with high volume and low competition. In the cosmetics retail industry, that's difficult to do because almost every keyword available is highly searched.

Table 1: Suggestive keywords along with their monthly searches, competition and bids for that keyword

Search terms	Avg. monthly searches	Competition	Suggested bid
Natural skin care	5400	High	$3.83
Organic skin care	5400	High	$2.92

Green skincare	110	High	$2.01
Sustainable skincare	30	Low	–

This data is from Google's Keyword Planner – a tool which conducts keyword search. It notifies how many people search of a specific key term in a significant amount of time. It also notifies if the bid amount for a specific keyword considering the competition for it.This is the way of strategy for a keyword planning.

Louis Vuitton:

Louis Vuitton is a French luxury fashion house and company established in 1854 by Louis Vuitton. Louis Vuitton Malletier is the label LV monogram engraved on its products. Louis Vuitton's products start from luxury bags and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses and books.

Louis Vuitton brand attributes:

A characteristic that inspires a positive emotional response in customers is called as brand attribute. Linking with our brand on a daily basis in order to make sure we can be acknowledged when it comes to personality and characteristics by our prospective customers. The brand attributes of Louis Vuitton are certain factors that identify the physical character and personality of the brand in the minds of the prospect.

These are the top 5 significant attributes connected with the Louis Vuitton brand: fashionable, chic, iconic, trendy and emblematic. The people already like certain aspects of this brand, that is what is used to drive a positive perception of the brand in consumer`s mind. This is an extremely smart strategy. Louis Vuitton having the reputation that it has the client perception in Louis Vuitton is >50-79% (slightly positive [75%]) Louis Vuitton carries gentle dominance [26%] and is thought to be slightly feminine.

Louis Vuitton can`t help but attract undivided attention on social media whenever it releases its new collection, prospective customers have a hawk eye on the products. The models on the catwalk or long form advertisement, fans of Louis Vuitton are extremely engaged with the brand and its unique products.

Louis Vuitton Social Media strategies:

Table 2: A topline view of a few of Louis Vuitton's key metrics from the last month

Facebook		Twitter		Instagram	
Total Fans	24,500,831	Tweets	150		
Fans Gained	20,409	Proactive	-		
Fans Growth	0.08%	Replies	-		
		Retweets	-		

A massive countdown clock can be seen at the fashion show page, A phenomenal display of taste-full content is available in the World of LV section. It defines uncountable aspects of the LV brand some of which are product lines, the company base and its contribution in art and travel. All of the content is in the form of full screen videos that look impressive, or as large hi-resolution imagery. Slideshows or images from the catwalk shows, it feels like you can swim deeper into some of the content. The content exists in isolation since no social sharing buttons or integration with the e-commerce site have become a common practice.

SEO in Louis Vuitton:

The search tool on the site of Louis Vuitton is situated on the top navigation in the form of a magnifying glass. The products can be searched by clicking on the search bar. Now, if you go to 'Women > Carry-ons >handbags' you are shown a page with all the search results. Louis Vuitton has a customer logout icon, it is a good aspect making the luxury shopping comfortable. Since, the buyer is spending a lot of money they may like to have some extra security and reassurance of having a registered account with the retailer. The logout has a quick and simple interface. But if using click-and-collect, it's just a case of picking from one of the six available stores before adding an email address. The checkout process is very convenient. E-commerce seems to be at a secondary priority for Louis Vuitton. The website promotes luxurious lifestyle rather than just flogging handbags around. The content on the site is very taste-full and is certainly very appropriate towards marketing a luxury brand with gorgeous videos and impressive imagery. It is all aspirational with vague content which is quiet appropriate to the luxury retail. Perhaps for Louis Vuitton e-commerce isn't too important. Generally, people prefer the in-store experience because its products are available on other websites too but at extremely expensive.

Pandora:

Pandora is a very renowned jewelry brand which manufactures and markets hand crafted jewelry made from exceptional materials. Jewelry from Pandora is sold in more than 100 countries through 6800 POS, including more than 2600 concept stores.

It is a very strong brand name and hence have very little to worry about brand searches. The jewelry industry is currently being dominated by Pandora due to its new no brand strategy.

SEO in Pandora achieves this status in the digital market with the help of different and very uniquely named URLs so that the customers can easily visit to the page they were looking for.The audiences have to click to the most appropriate option so they get the most relevant results in accordance to their search.

Keywords are the most integrated part of getting the right search result. Hence, the keywords are very carefully interwoven in their current content strategy. The keywords shouldn't be too generalized keywords which take much longer to rank for and have much stronger competition. Hence, the search results can be a little different.

Table 3: Keywords with their respective ranking page

Keyword	Rank	Ranking Page
promise rings	1	/rings/promise-rings/
Earrings	1	/en-gb/products/earrings
Bracelets	1	/en-gb/products/bracelets
Earring	1	/en-gb/products/earrings
charms bracelet	1	/en-gb/products/bracelets
pendant necklace	1	/en-gb/products/necklaces-and-pendants
Charms	1	/en-gb/products/charms
Studs	1	/earrings/studs/
disney charms	1	/en-gb/collections/disneycollection

For example, they have a particular page for "neckless chains", the url link states "neckless chains" so that it is easy for the customers and for Google to identify.By doing this, it increases the range of keywords that someone ranks for, thus terms such as "necklaces" or "rings" appear in broader range of terms.

"Universe" the most active and relevant blog from a luxury jewelry designer. They regularly blog and add posts to the universe.

Sometimes when searched for products, landing pages of Pandora contains a strong amount of copy, considering an image formed site. While this is a bit unnatural for such a reputed page but it is working very well since they ranks on the first page for a huge number of keyword searches.

Natori:

Natori is manufactured in the New York City. Natori is a luxurious fashion brand for women which is related with selling lingerie, nightwear,loungewear, underwear and other luxurious women's fashion to exclusive department stores in US, and to 15 other countries. Other than women`s clothing, Natori is also related with home furnishing industry, and has signed a deal to start Natori perfume. They have also started a men`s line since 2006.

Natori has always placed more emphasis on e-commerce and brand recognition and that has been a challenge for them. They see forth to expand through their new platform even though they already have a significant customer base.

Hence, a strong SEO comes into play in this scenario. They managed to find a solution for their problem. Search Engine Optimization found and corrected numerous technical issues with both site management, site development and site migration. As a result in just 10 months, the monthly revenue

of this brand grew up from 221000$ to 366000$ for an impressive 65.47% growth. Transactions also increased by 55.18% during the same period. Year over year organic revenue has seen an 86.30% increased since last year with organic transactions increasing by 82.27%. This is how the SEO has helped Natori to thrive into the market.

Rolex:

Rolex is a luxurious brand of watches. The exclusiveness of Rolex is that it produces high quality watches. This brand is considered as a sign of status. And this is the reason that it focuses on offering a greater quality and more value adding to it.

Rolex Positioning:

In the world of marketing the way the brand has been positioned is a very important thing to take care of. After all, a customer`s perception of a brand is made mostly by brand positioning. The fact is, brand positioning gives a brand a certain image so that they can remain out-standing as compared to other brands.

Social Media marketing strategy:

Rolex is a renowned name in the luxury watch brand companies. They have set a high level benchmark in the world. This brand started since 1905 and has been everywhere ever since. Therefore whenever thinks of buying any luxury watch, people think of Rolex.

Rolex is an extremely successful luxury watch brand and therefore one might think that they wouldn't need continues marketing campaigns. But renewal of certain advertisements and campaigns styles will always focus on maintaining the position and meet the need of target audience which will be beneficial for the brand.There are some fundamental points when it comes to talking about Influencer marketing.

If we look to the advertisements and advertising campaigns of Rolex then we can notice that this brand maintains a similar theme in each of its advertisements. As this brand is very particular about its tradition and they are proud of itself, so they keep this in mind while video promotion and printing advertisements.

This brand is a Swiss brand, that means it also focuses on the type of material is used in making the product. Hence, they do not fail to show it. And due to this we can see in their advertisements how they are differentiating itself. All of them from different angles and lightning.

Rolex also sponsors some of the sports stars and celebrities for their promotion and advertising.The sponsorships are focused on sports such as horse riding, underwater exploration, or golf, that is, hobbies that wealthy people usually have. Now, this is not the same domain of business with the similar target but they are of huge help to reach an audience who could be a buyer for luxury watches.

Air Jordan:

Air Jordan is a shoe collection line from Nike Company. These shoes collection comprises of basketball shoes and sports shoes. Air Jordan shoe was first designed by Nike for the great basketball player Michael Jordan. At starting face, Air Jordon collection shoes were designed for him later due to his popularity in the game of basketball Nike turned Air Jordon collection into premium segment of their product.

SEO in Jordan:

Search Engine Optimization in Jordan concentrates on developing higher percentage of visibility organically in the search engine results. This is a part of their marketing strategy. There are too many numbers of outcomes when associated with SEO Marketing, word count, integrated keywords, backlink usage and so much more.

The most essential aspect of a website is to insure that your website is structured in a manner that is affable by search engines which are SEO friendly. Hence, SEO in Jordan is just about that.

Search Engine Optimization needs to be centric to user experience and more than just a website structure for indexing purposes. These two concepts are inter-related and the Top SEO companies acknowledge that.

<u>SEARCH ENGINE FUNCTIONS:</u>

Crawling & Indexing:

Crawling is closely related to scanning the website and following the links. In order to analyse certain content the Google bots visit the website and follow other linked pages on the website. In sequence with this, the search engine can recognize your page and make the connection instantly. This is called indexing.

Providing Answers:

Let us consider that a user has made an online search, the billions of indexed websites are examined by the search engines. It does two things. It first returns the outcomes which are most relevant to searcher`s query. Second, the results are then posed as according to the popularity of the website offering the information. Hence, the issues that lead to banning of the website from Google`s ranking mechanism and technical SEO issues that lead to it, the companies in Jordan can identify and fix these errors. The escalation of problems and major downfall can be avoided in the website and therefore the business.

On-Page SEO:

The content on the on-page SEO in Jordan involves the process of trimming and refining the content on the website to make it more suitable to the seekers. Creating the content which is timeless is very important for any website.

The process of SEO in Jordan

- Website: Developing a structured, responsive, mobile-friendly website.
- Content: Generate content that is relevant and demonstrable to your users.
- Content Marketing: Coming up with a full rounded content plan for all your channels.
- On-Page: Reviewing and editing page titles and Meta descriptions for search engines.
- Local SEO: Applying SEO best practices for localized reach.
- Authority building: Creating links for strong search engine results.
- Credibility: Increasing your website credibility by creating case studies, portfolios, social media links, and testimonials.

4. FINDINGS

- Estee Lauder has adopted a strong digital marketing technique like Facebook and YouTube for market its products. With the help of YouTube, it was easy to show makeup tutorials to the customers. The brand knows the right keyword which most of the customers will search for while finding the product online. And hence they used this technique with the help of SEO.

- Louis Vuitton is famous for its famous and unique products. People are eager to watch its catwalk or long form advertisements. This leads to market their product. LV usually keep its product in isolation and showcase itself in fashion shows only.

- Pandora has a specific page for all its products so that it won't be difficult for the customers and Google to identify the different segments.

- Natori has given importance to e commerce and brand recognition which has also become challenge for them but they overcome it with the help of strong SEO tools.

- Other brands life Rolex used similar theme in all their advertisements which makes them unique. This brand is very particular about its quality and features.

- Air Jordans uses organic SEO. And this brand uses many more SEO technique like crawling and indexing, content writing, on-page SEO etc.

5. CONCLUSION

After all the research done on the topic "Search Engine Optimization and Marketing Strategies for Luxury Brands", we can conclude that practices in SEO such as keyword ranking, website loading ability and speed, appearing first or at least on the first page of the search result page is at most important and essential for the luxury brands. Brands which have been research about above i.e. Estee Lauder, Louis Vuitton, Pandora, Natori, Rolex and Air Jordans apply the ways of Search Engine Optimization and subtle marketing strategies such as extremely artistic, product centric, visually appealing advertisements. Being luxury brands the product quality speaks for itself. The prospective customers are the ones who are already interested in buying the product and have enough brand knowledge. These products along with fashion statement also give out a status statement which is what some people opt for.

The products under these brands are limited, premium and one of a kind. These aspects are what customers attract towards. The raw materials used to make these products are very well chosen and particularity is the key. The customer base is created by practicing good marketing techniques be it digital or print.

SEO and Social Media marketing are extremely important for the company to make them visible. Luxury brands are known for their uniqueness and exclusiveness, so therefore it is very important for them to use the best SEO and Social Marketing strategies so that they can be able to target their prospective customers. As luxury brands are particularly for the high class premium customers, so their marketing should also be done to these kinds of customers only.

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