



crews

Where you belong

TRAINING COURSE

Digital Strategy & Luxury

COURSE GOALS

- Define the strategic fundamentals of digital in the luxury industry
- Understanding the levers of digital marketing for a luxury brand
- Develop a strategy adapted to the needs of the brand based on its positioning
- Plan digital marketing actions consistent with the strategy

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at luxury professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Luxury Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,960 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Fundamentals of digital applied to luxury
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital and marketing strategy applied to luxury
 - The luxury digital ecosystem
 - E-commerce / Retail issues
- Luxury content creation
 - Content strategy
 - Do's and don't
- Luxury website optimization
 - Customer journey and decision criteria
 - Content update
- Purchasing funnel and tools
 - Main features
 - Integration into the ecosystem
- Traffic acquisition and conversion for a luxury brand
 - Luxury acquisition tunnel
 - SEO for a luxury brand
 - SEA for a luxury brand
 - Social Ads pour a luxury brand
 - Social media and influence for a luxury brand
 - E-reputation pour a luxury brand
 - Email marketing pour a luxury brand
 - Third parties marketing
- Tracking, performance analysis and optimizations
 - Traffic analysis applied to luxury
 - Optimization tools and means
- Loyalty management and databases
 - Database management
 - Adaptation to the customer journey
- Digitalization of the customer experience
 - Technological integration in luxury
 - Technological innovations in luxury

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JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of digital strategy in the Luxury sector.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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