



# Branding and marketing

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Delta Media

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# I n t r o d u c t i o n

DESIGNER RUDY DEIGHTON

THE NETHERLANDS

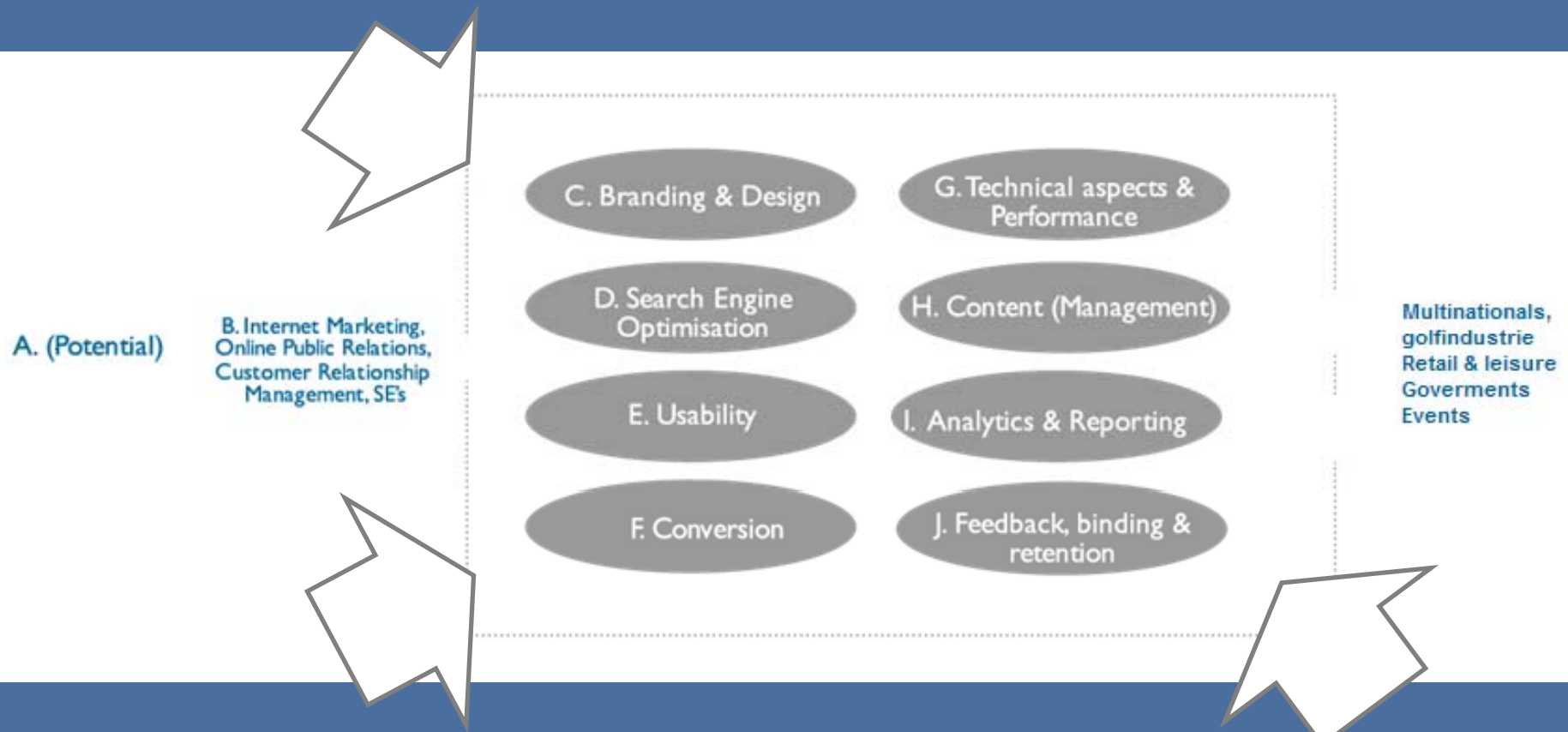
SPECIALIZED IN BRAND & MARKETING CONCEPT STRATEGY

Internet, Viral Marketing, E-mail marketing, Community Platform, Social Media,

Monitoring, WEB 3.0, Digital Communication, Visual Tactics

CROSSMEDIA & NEWMEDIA

# Successful Core-business



# Branding & Design

- In line with your corporate (Luxury Platform) identity
- Use of graphics, Crossmedia and Newmedia tools
- Search Engine Optimisation implications (textual content, use of flash graphical navigation) -> SEO vs Branding
- Community Marketing Strategy, Viral Marketing, Personal Branding
- Marketing Tactics, “Out of the Box” solutions, Facts & Numbers
- Brand Management Implacation & Web 2.0 /3.0
- Research & Development

# Search Engine Optimisation

- Creating Luxury Ambassadors
- Luxury Keywords&.phrases
- Luxury content & digital design
- Location (local attractions / high lights)
- Unique Meta titles & descriptions
- Luxury Link strategy
- Luxury Web based tactics
- Luxury Social Media engines
- Luxury InternetMarketingModules

# Conversion

- Quick Reservation panel
- Luxury Contact information
- Request for proposal forms
- Luxury Special offers / exclusive packages
- Lowest Rate Guarantee
- Network Operation Center(Delta
- Monitoring system
- Luxury Communication Program

# Retention

- Luxury News (blog) and specials
- E-mail marketing, PressBlog
- Social Media integration(Twitter, Facebook, LinkedIn, Youtube, MySpace, etc)
- Reviews, question & answerblog
- Website upgrade & managing
- ExclusiveBlogs
- Luxury Community
- Luxury Business Platform



# General Don'ts & Do's



- Internal scrolling
- Web navigation
- Music
- Splash page
- Bad Use of colours
- Traditional Website



- Social Media
- Multi domain names
- Branding & Marketing
- Video platforms
- Viral Marketing
- Interactive strategy

# Conclusion

Create a unique Luxury Brand Concept

Because managing and improving the Luxury Platform website &  
Social Media Strategy is an ongoing process.

The Luxury Management must take this seriously, work with professionals,

Be on the edge with news, marketing, video & promotion.

Trigger & improve visitor, communicate on the highest level,

Simplify the Luxury modules

and make revenue!