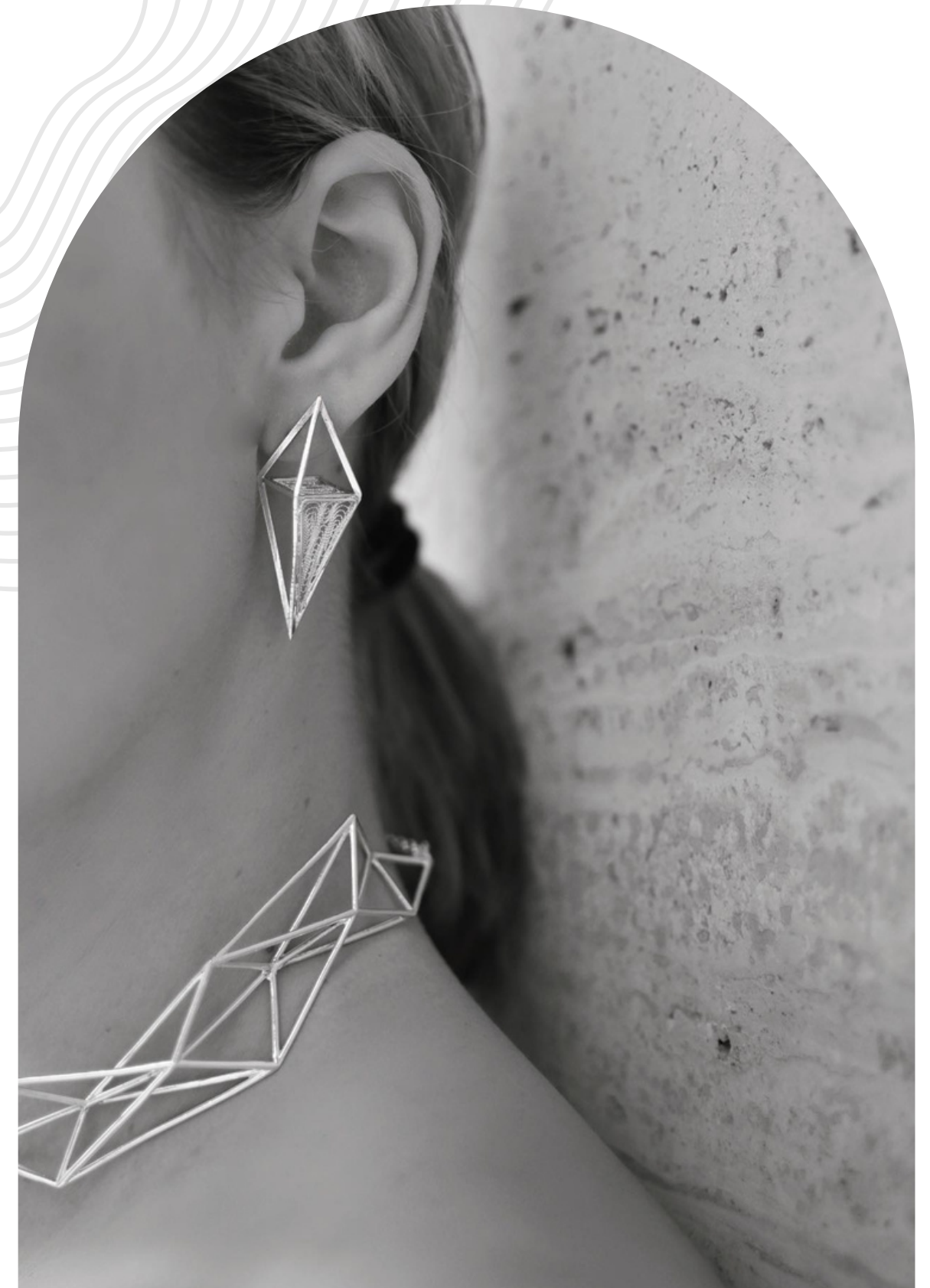


inværso

The meaningful synthesis

DIGITAL STRATEGY PLAN

ILARIA GIACOMINI



About

Gioielli artigianali made in Italy
frutto dell'unione di **tecniche**
produttive, tradizionali e innovative



Handmade

Prodotto a mano in Italia



Unico

Design e filiera unici



Etico

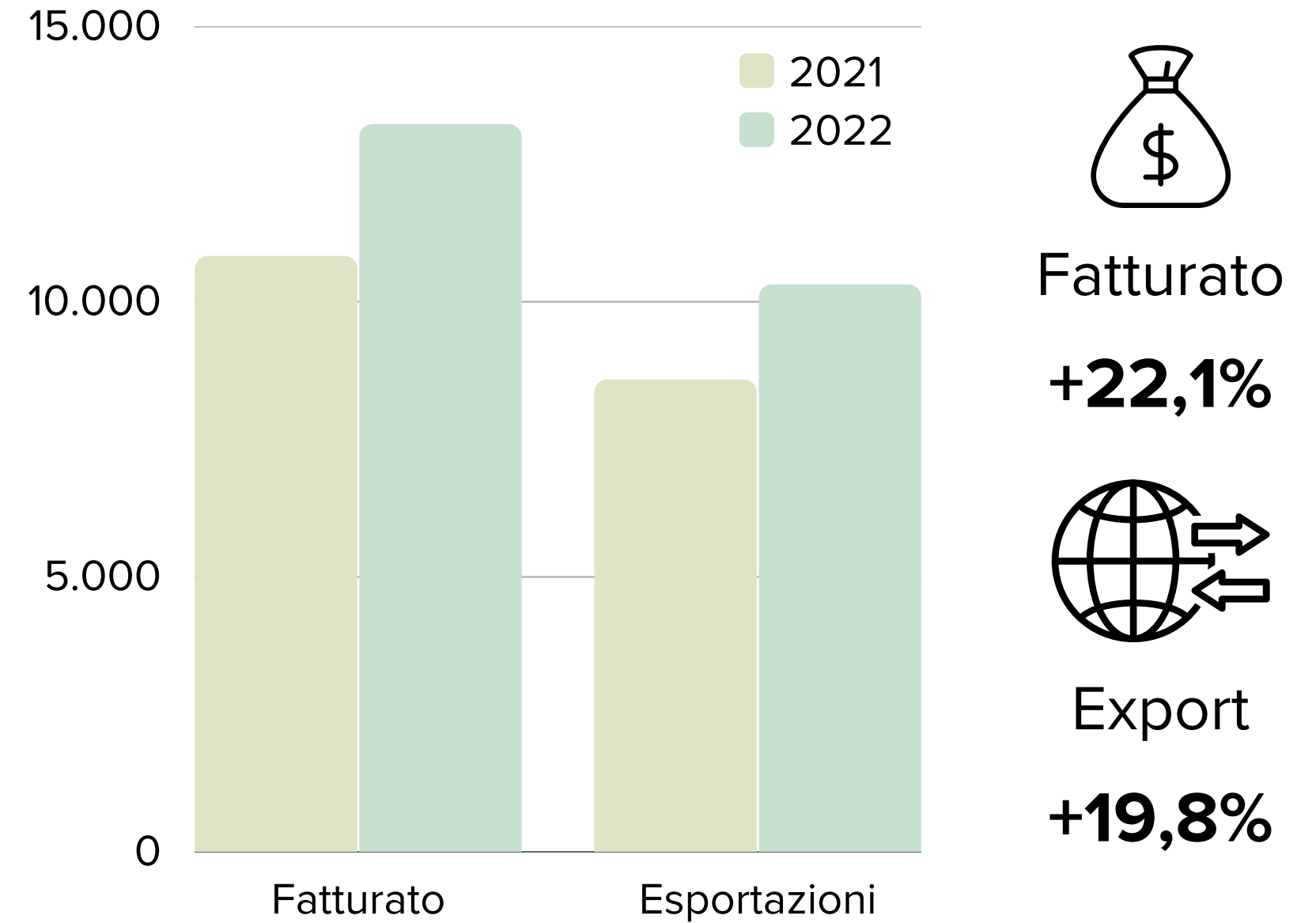
Scelte sostenibili

#themeaningfulsynthesis

Il settore orafo in Italia











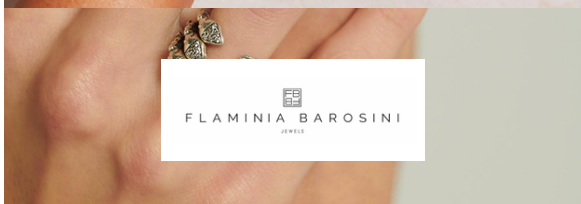


L'Italia è il **principale hub produttivo** per la **gioielleria di alta gamma**



Rapporto settoriale dell'Ufficio Studi "Key data – Oreficeria"- Confartigianato
Rapporto congiunto Club degli Orafi e Intesa Sanpaolo 2022

Competitor

					
	8378 like	25.500 follower	17.500 monthly views	Follower: 4	30 inserzioni attive CTA: Shop now
	2511 like	44.000 follower	1000 monthly views	Follower: 18	-
	152 like	12.800 follower	-	-	-
	10.633 like	14.600 follower	-	-	7 inserzioni attive CTA: Like/message
	dati non disponibili	3.736 follower	-	-	-
	6452 like	17.600 follower	15.900 monthly views	Follower: 5	1 inserzione attiva CTA: Shop now

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Target



Nome

ALESSANDRA

ALICE

SARA

Età

35

28

48

Città

Roma

Firenze

Alba

Professione

Avvocato

Graphic designer

Artista

Reddito annuo

36.000 €

18.000 €

15.000 €

Personalità

Forte, buon senso del gusto

Decisa, determinata

Anticonformista

Interessi

Brand di nicchia

Moda

Accessori, made in Italy

App



Dove si informa?

Social media, passaparola

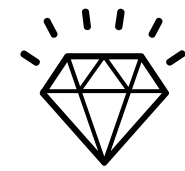
Social media, news online

Giornali, news online, passaparola

ATTUALE

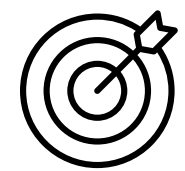
PROSPECT

Digital strategy starting points



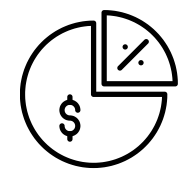
UVP

Gioielli che rappresentino una **sintesi significativa** di: artigianalità, design, tecnologia e upcycling



Obiettivi

- Aumentare la brand **awareness**
- Aumentare le **vendite** sull'**e-commerce**



Budget (paid)

400€/mese

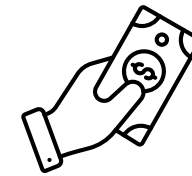
Channel strategy



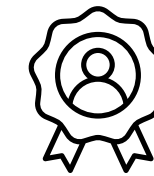
Awareness



Consideration



Conversion



Loyalty

 ADS consideration

 ADS conversion

SOCIAL   

WEBSITE

E-MAIL MARKETING

 Paid

 Organic

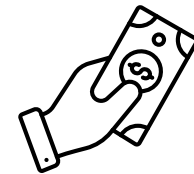
Channel strategy



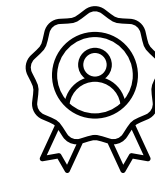
Awareness



Consideration



Conversion



Loyalty

 ADS consideration

 ADS conversion

SOCIAL   

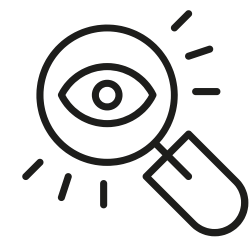
WEBSITE

E-MAIL MARKETING

 Paid

 Organic

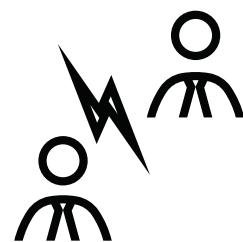
Perché Pinterest?



- Essere ispirati
- Trovare idee
- Scoprire nuovi brand o prodotti



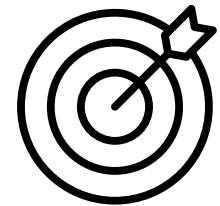
60%
del pubblico globale è
rappresentato da **donne**



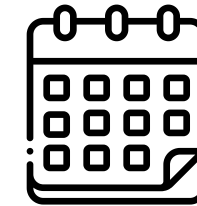
Competition più bassa rispetto
agli altri social



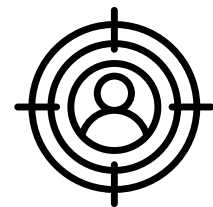
ads - awareness/consideration



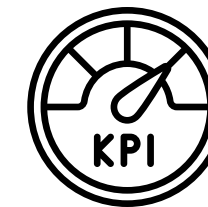
Ottenere un maggior **traffico sul sito** (ottimizzazione per click in uscita)



Settembre - metà Novembre



Per **interessi e keyword**



Visite al sito

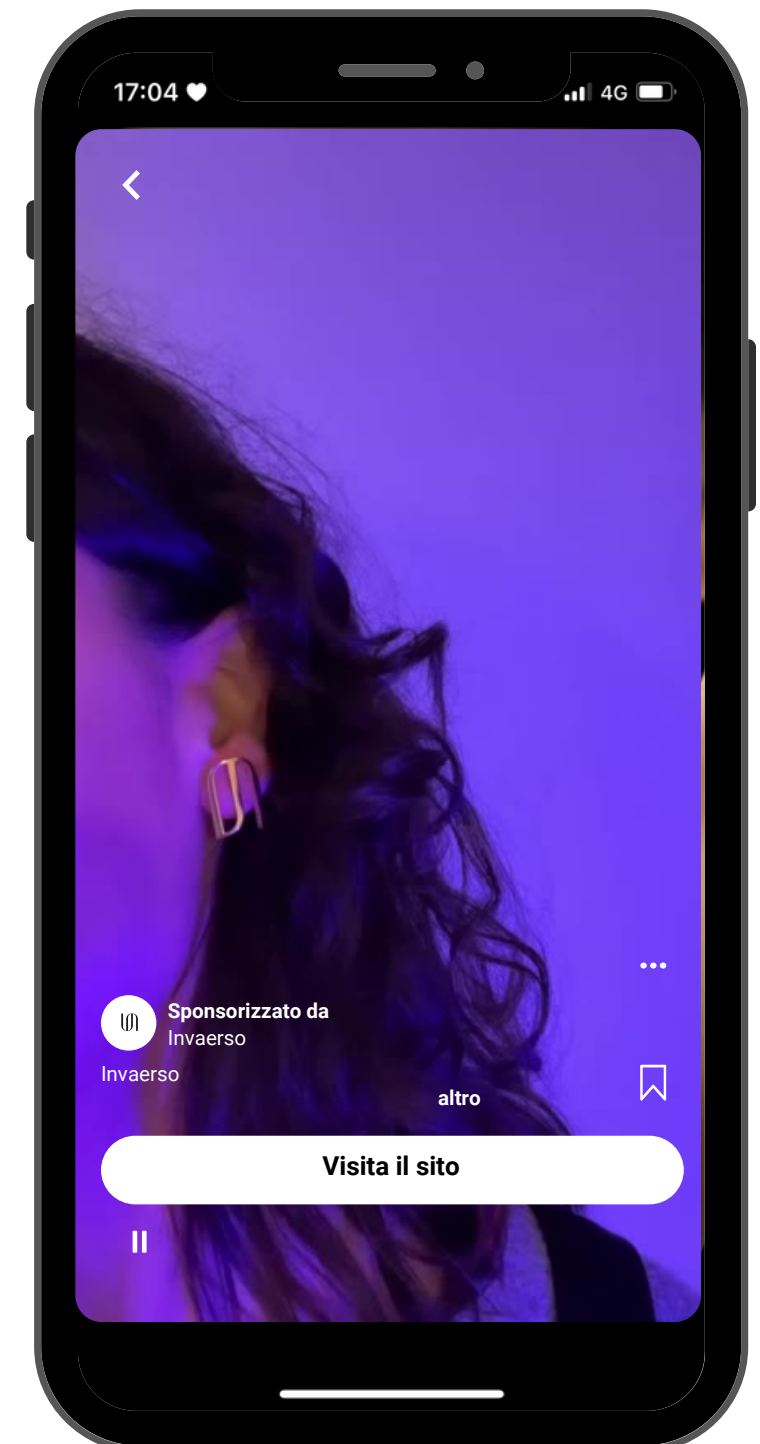
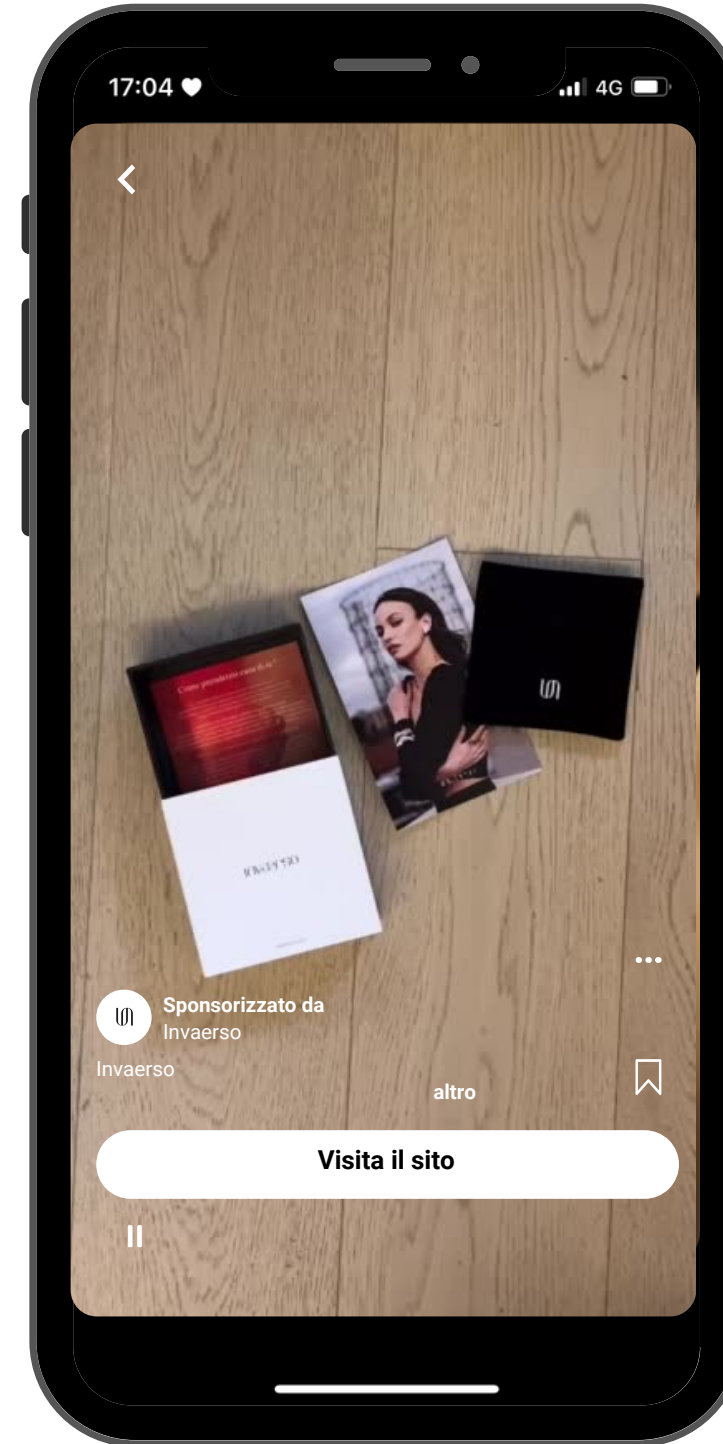
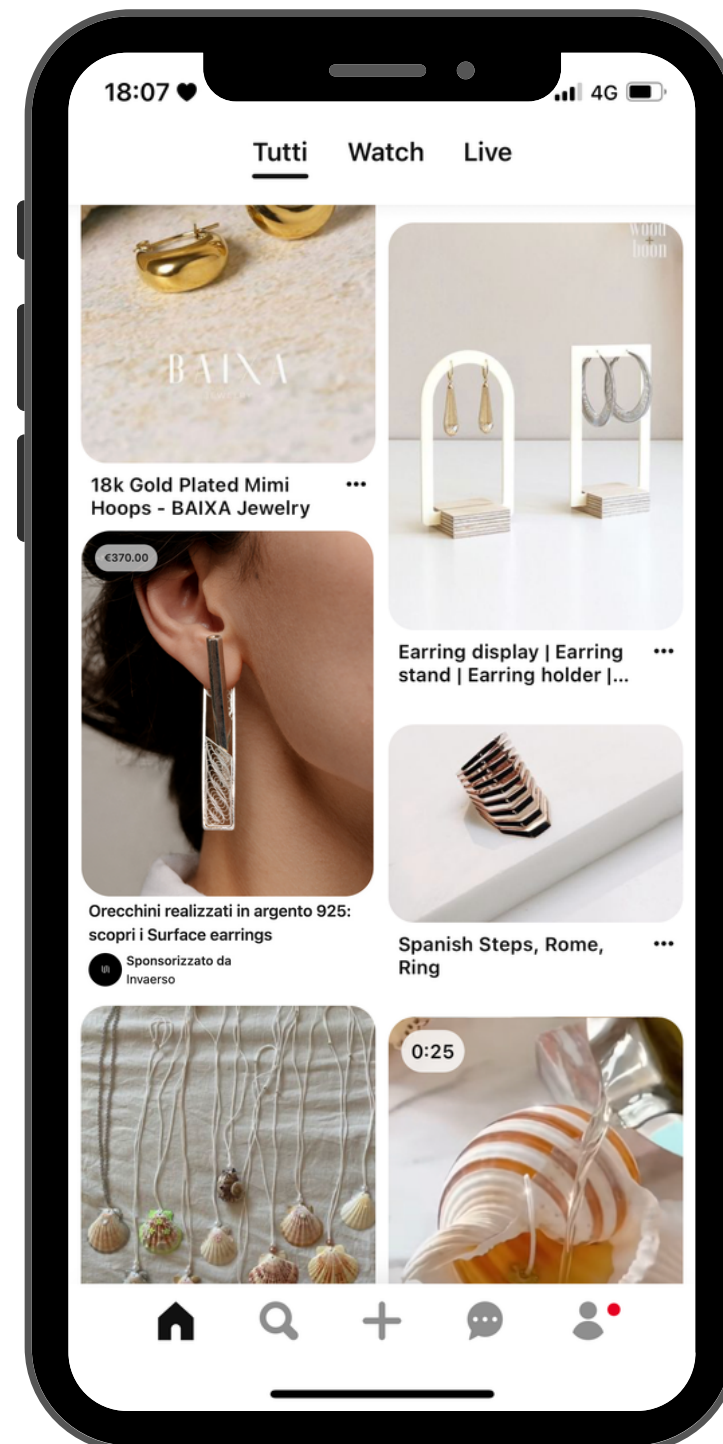
📌 ads - awareness/consideration

Contenuti:

- prodotto
- unboxing
- occasioni d'uso

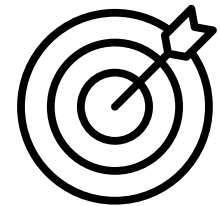
Formati:

- collection ads
- carousel ads
- video Pins

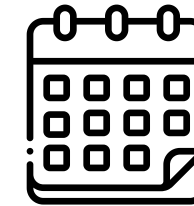


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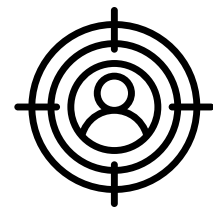
ads - conversion



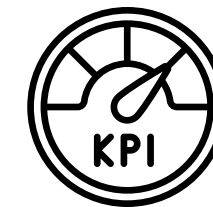
Aumentare le vendite
sull'e-commerce
(ottimizzazione: check-out)



Metà Novembre - Dicembre



Retargeting campagna
consideration



Acquisti su e-commerce

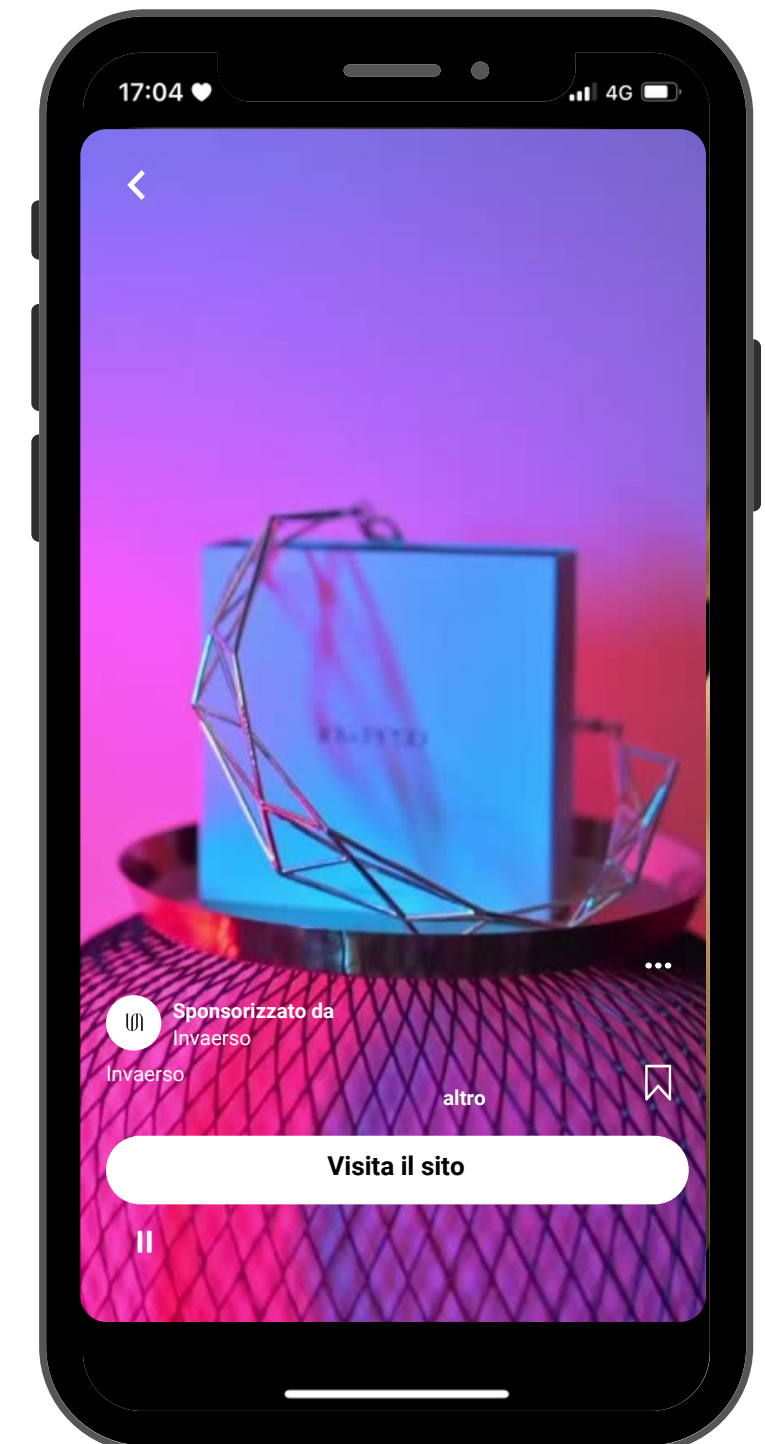
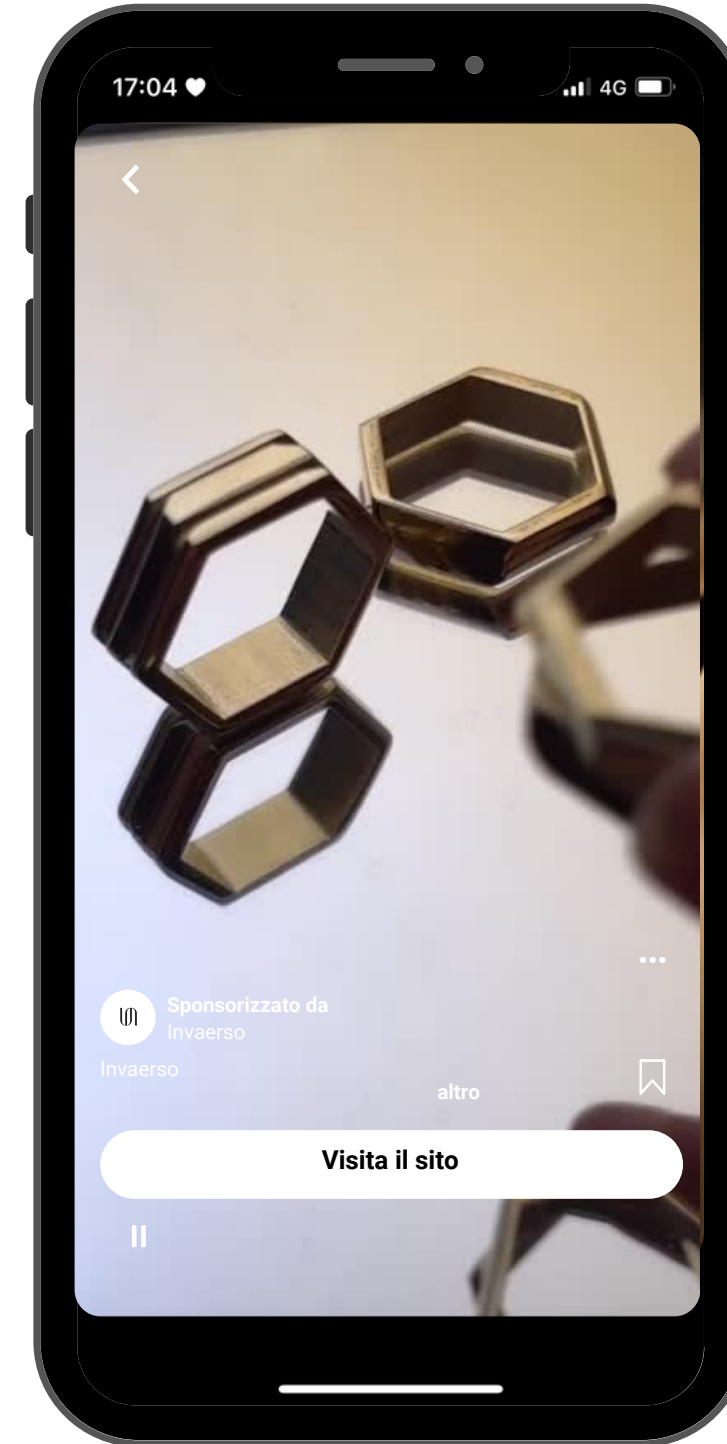
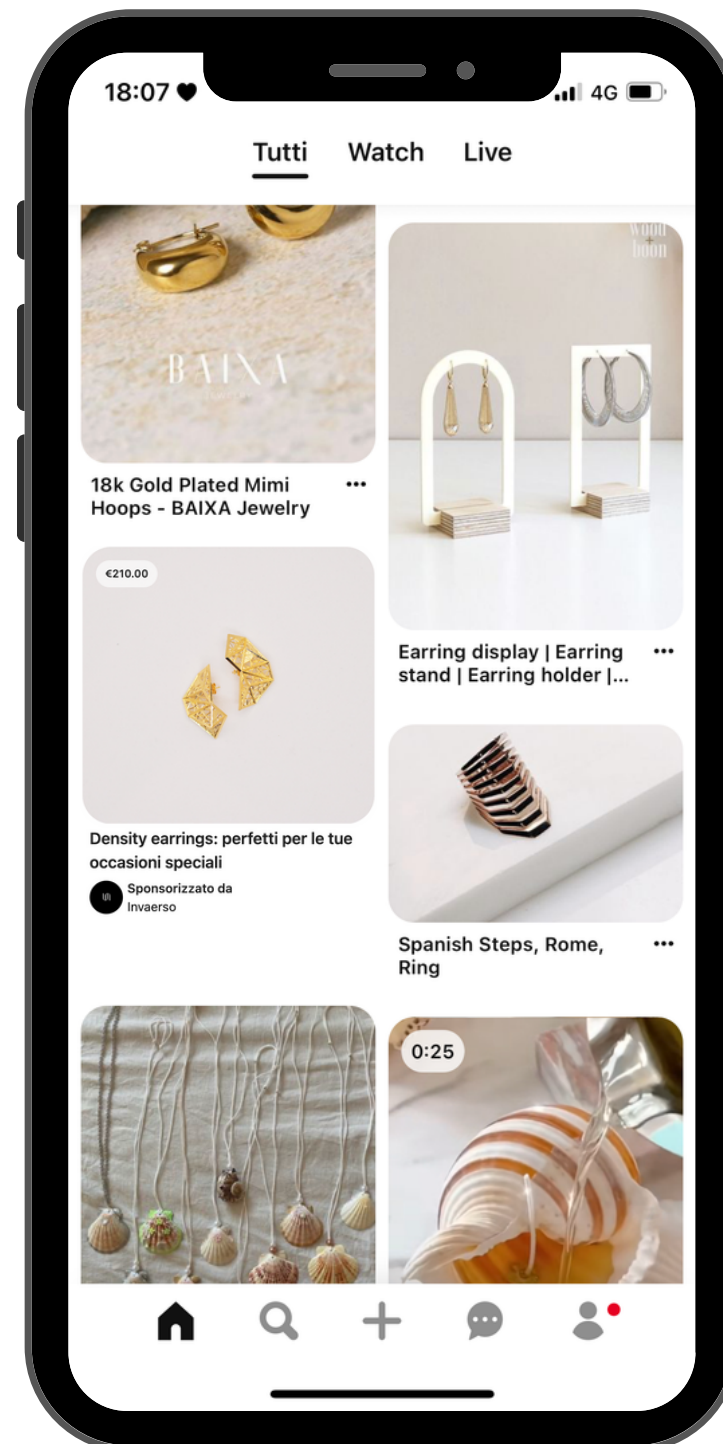
📌 ads - conversion

Contenuti:

- prodotto
- catalogo

Formati:

- shopping ads
- collection ads
- video



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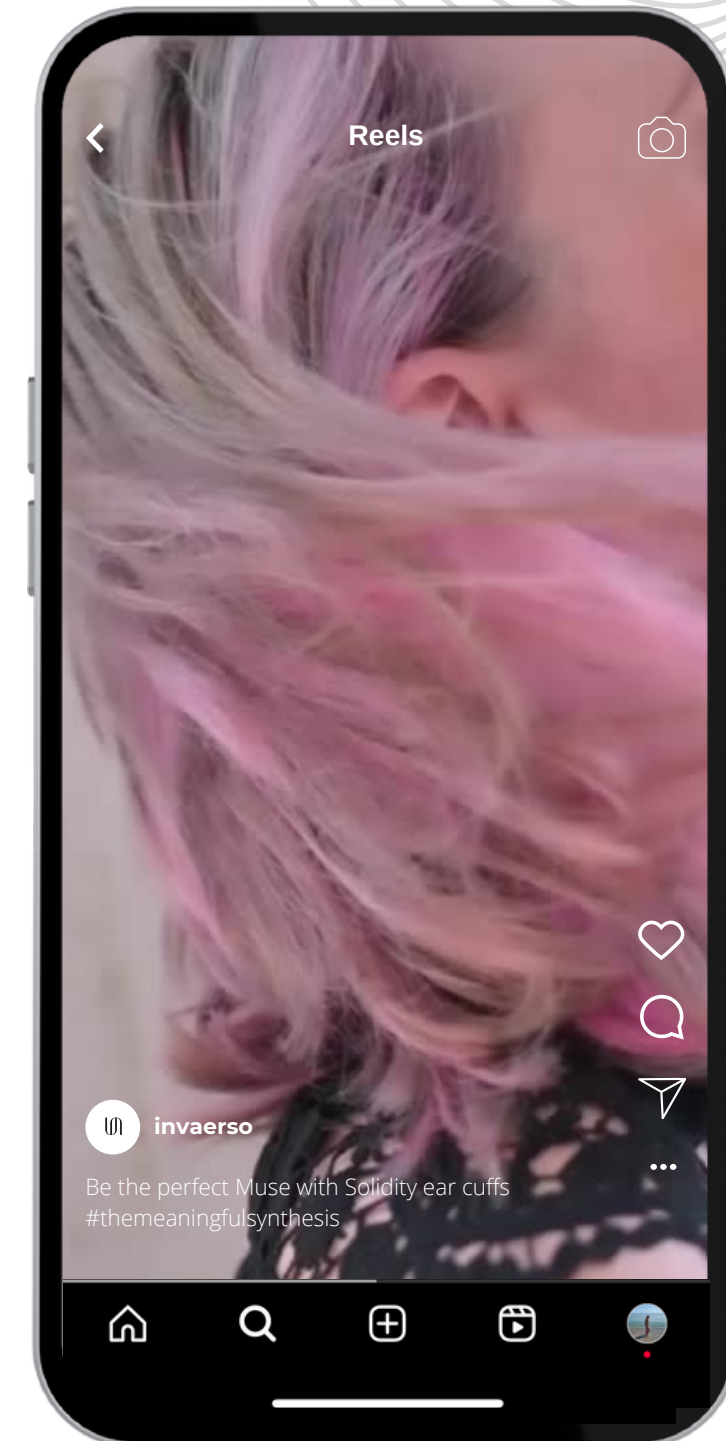
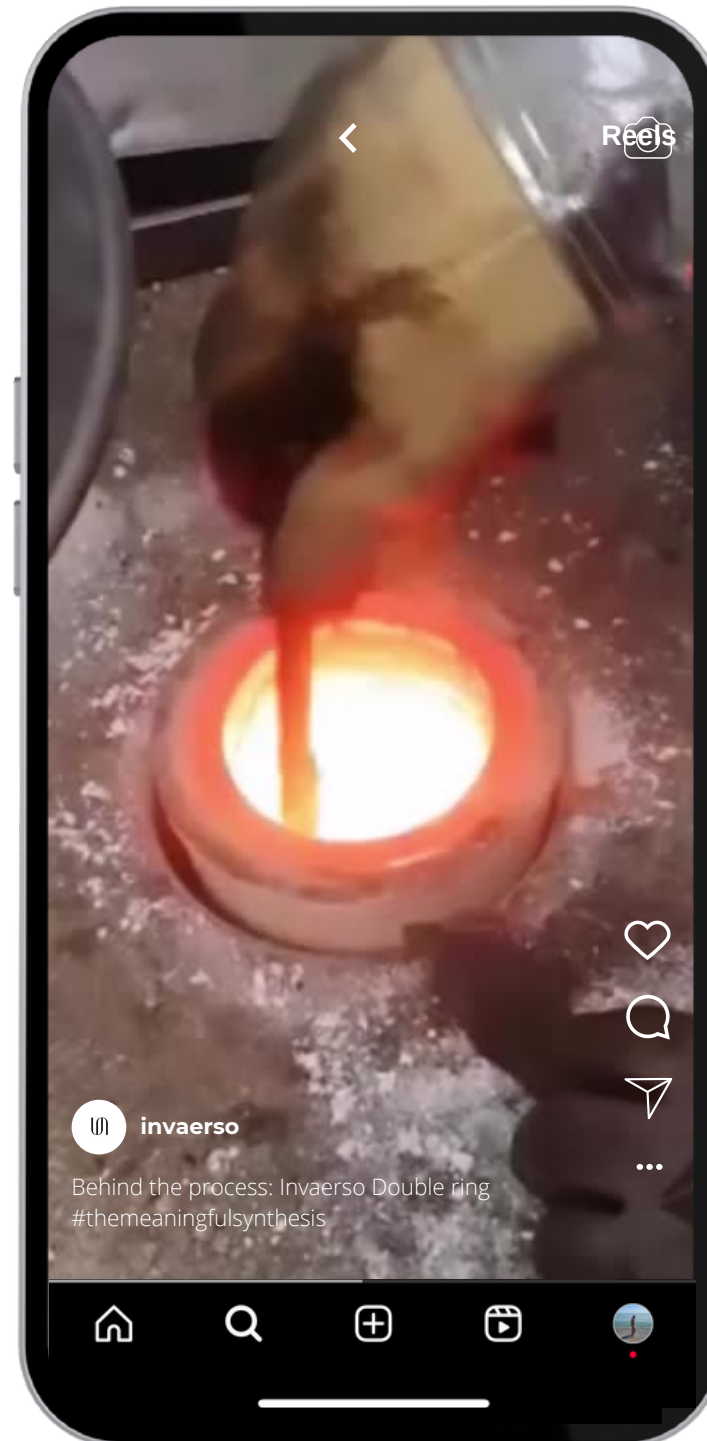
Creatività Instagram organico

Contenuti:

- filiera
- persone

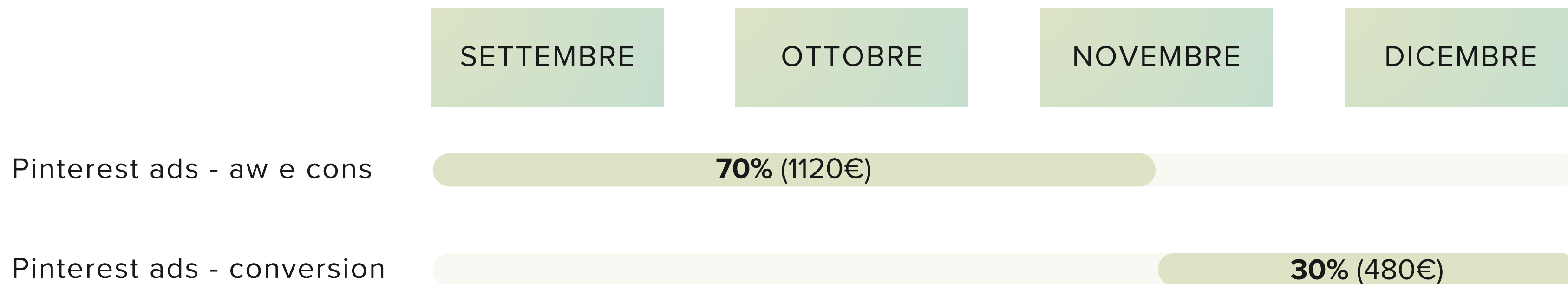
Formati:

- immagine singola
- carosello
- reel



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Recap paid: timing e budget





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Grazie per l'attenzione

ILARIA GIACOMINI