

MISSION 3: DIGITAL MARKETING STRATEGY

A STRATEGIC DIGITAL MARKETING PLAN FOR
VINILUX

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A photograph of a dark wine bottle and two glasses on a textured placemat, set against a dark background. The bottle has a gold foil cap. The glasses are empty and have a wide bowl. The placemat has a fine, woven texture.

AGENDA

01 INTRODUCTION

02 TARGET AUDIENCE

03 CONTENT STRATEGY & POSITIONING

04 ADVERTISING STRATEGY & BUDGET

05 KPI'S SUCCESS METRICS

06 IMMEDIATE ACTIONS



INTRODUCTION

Objective: Develop a high-end digital marketing strategy aligned with ViniLux's luxury positioning.

Through **digital elegance**, exclusive experiences, and strategic positioning, the brand targets affluent, **lifestyle-driven consumers** and **redefines indulgence** within the **luxury hospitality** and gifting space.



TARGET AUDIENCE ANALYSIS:

A B₂B₂C APPROACH

ViniLux collaborates with luxury B2B partners who seek to offer exceptional experiences to their most exclusive clients.

| SEGMENT | LOCALISATION | NEEDS/ CHALLENGES | KEY DECIDERS |
|---|-----------------------------|---|--|
| LUXURY BRANDS (FASHION, JEWELRY, WATCHMAKING, AUTOMOBILE) | Switzerland & International | VIP experiences, brand differentiation | Marketing Director, CX Manager |
| PRIVATE BANK & WEALTH MANAGEMENT | Switzerland & International | Exclusive gifting, client loyalty | Wealth Managers, Client Relations Director |
| LUXURY HOTELS | Switzerland & Europe | Rare wine selections, immersive gastronomy | F&B Director, Chef Sommelier |
| YACHTS, PRIVATE CLUBS | International | Curated experiences, prestige reinforcement | Customer Experience Director, Events Manager |

- Targeted end customers via partners (**B2B2C** approach) :
- **UHNWIs** (Ultra High Net Worth Individuals) → Private gifts, exclusive masterclasses
 - **Middle Eastern consumers** → High-end alcohol-free alternatives
 - **Rare wine lovers** → Access via hotels/restaurants

TARGET AUDIENCE ANALYSIS:

A B₂B₂C APPROACH

Through its B2B partnerships, ViniLux ultimately reaches a highly selective end clientele. Understanding their expectations is essential to co-design impactful experiences with our partners.

| END CLIENT TYPE | VIA WHICH PARTNER? | NEEDS/ EXPECTATIONS | VINILUX VALUE |
|---|--|---|---|
| UHNWIS (ULTRA HIGH NET WORTH INDIVIDUALS) | Private Banks, Luxury Brands | Private gifts, elite experiences, exclusivity | Tailored masterclasses, rare wine editions |
| MIDDLE EASTERN CLIENTS (ALCOHOL-FREE LIFESTYLE) | Luxury Hotels, Fashion Brands, High-end Airlines | Culturally aligned luxury, non-alcoholic prestige | High-end alcohol-free alternatives (sparkling tea, dealcoholized wine), curated experiences |
| WINE COLLECTORS & CONNOISSEURS | Restaurants, Clubs | Storytelling, rarity, craftsmanship | Access to rare selections, vineyard stories, direct winemaker experiences |

TARGET AUDIENCE

These personas represent the high-end clients our partners are engaging. Understanding their profiles helps ViniLux craft tailored experiences that elevate every interaction — from a luxury boutique to a private jet lounge.

Marketing Director – Cartier (B2B Partner)



Philippe Laurent

Location: Geneva, Switzerland

Objective: To offer exclusive, differentiating experiences to his most loyal clients

Challenge: Finding a partner aligned with Cartier's image and prestige

Solution ViniLux: Bespoke VIP events, rare wine curation, storytelling-driven brand activations

Entrepreneur – End Client (Middle East)



Khaled Al Mansouri

Location: Dubai, UAE

Objective: Discover high-end, alcohol-free beverage alternatives

Challenge: Very few luxurious non-alcoholic offerings that match cultural expectations

ViniLux Solution: Premium alcohol-free sparkling beverages, private tastings, and gifting options tailored

UHNW Frequent Flyer – End Client (via luxury travel partners)



Ava Renaud

Location: Monaco, NYC and Dubai

Objective: Experience elevated luxury moments even while traveling

Challenge: VIP lounges and private jets often lack new, exclusive offers

ViniLux Solution: Curated in-flight tasting boxes, luxury “flight edition” gift sets, and immersive storytelling content available on-board

POSITIONING

VINILUX IS “THE ULTIMATE
LUXURY BEVERAGE CONCIERGE”

Position ViniLux as the **go-to luxury wine & beverage curator** that transforms every bottle into an elite experience.

Highlight rarity, exclusivity, and authenticity
(limited editions, direct winemaker interactions)

Build and reinforce partnerships with prestigious brands as **social proof**.



HOW TO GENERATE INTEREST & EXCLUSIVITY

- Curated, immersive **storytelling** with visually compelling content that brings ViniLux's memorable experience alive
- **Exclusive events and masterclasses** that showcase the brand's unique offer by delivering an exceptional experience
- **Highlight existing partnerships** with Van Cleef & Arpels, Jaeger-LeCoultre etc., to reinforce credibility and desirability
- Underlining the **complete offering** (rare, independent, and hard-to-find wines and champagnes and non-alcoholic beverages) that includes experiences that go beyond the mere products



MARKETING STRATEGY

ATTRACT

Drive awareness and inspire curiosity around the ViniLux experience.

SOCIAL MEDIA

Meta, Pinterest, LinkedIn, and YouTube.

SEA/SEO

Target keywords like “luxury wine tasting experience”, “private sommelier events”, and “curated wine gifts.”

PR

Collaborate with media like Robb Report, Condé Nast Traveler, and Forbes Life to feature ViniLux as a hospitality innovator.

ONLINE

Interactive Wine Discovery Quiz: To help users find their perfect vintage or alcohol-free luxury beverage.

INF

Influencer & Sommelier Collaborations: Partner with luxury lifestyle influencers and sommeliers for content and reach.

CONVERT

Turn interest into engagement and lead generation through storytelling and exclusivity.

Targeted Ads: Based on behavior, demographics, and luxury lifestyle interests.

Immersive Storytelling Videos: short films that showcase vineyard visits, brand collaborations, and tasting events across social & website.

Retargeting Campaigns: Reconnect with website visitors or social media engagers through personalized offers and curated content.

Lead Magnets: Exclusive E-book: “The ViniLux Guide to Collecting Rare Wines”

Social Proof: Client testimonials, expert endorsements, and user-generated content.

RETAIN

Cultivate brand loyalty, deepen emotional connection, and encourage repeat engagement.

VIP Club “The Grand Reserve Circle”

Seasonal Campaigns: Feature regional vintages, wine & food pairings, and chef-led events tied to each season.

Newsletters : Timely updates on limited-edition drops, event invites, and member rewards.

Referral Program: Reward clients who invite like-minded luxury lovers into the ViniLux world.

Retargeting Campaigns: Reconnect with website visitors or social media engagers through personalized offers and curated content.

CONTENT STRATEGY

Brand Awareness: ViniLux as the go-to curated luxury beverage experiences





Community Engagement: Exclusive community of wine enthusiasts, high-end hospitality professionals

Lead Generation: Attract partnerships, fine dining establishments and HNWI

Expert Storytelling & Educational Content: Elevate ViniLux reputation



CONTENT STRATEGY

| | | | |
|--|---|--|--|
| <div>YOUTUBE</div> <div></div> | <div>META</div> <div></div> | <div>LINKEDIN</div> <div></div> | <div>PINTEREST</div> <div></div> |
| <div>AWARENESS</div> <div>CONTENT Long Videos & Testimonials</div> <div>GOAL Awareness & Emotional Connection</div> <div>FOCUS AREA Video Demo Product Reel Success Stories</div> | <div>ENGAGEMENT</div> <div>CONTENT High Quality Pictures, Static</div> <div>GOAL Drive Engagement & Brand Aesthetic</div> <div>FOCUS AREA Beverage Curation Lifestyle Product Reel</div> | <div>LEAD GENERATION</div> <div>CONTENT Blogpost</div> <div>GOAL Generate Leads</div> <div>FOCUS AREA Immersive Experience Partnerships Sommelier's Selection</div> | <div>STORYTELLING</div> <div>CONTENT High Quality Photos</div> <div>GOAL Coehsive Brand Storytelling</div> <div>FOCUS AREA Lifestyle Luxury Store Experience Seasonal Gifting</div> |

| | |
|---|--|
| <div>YOUTUBE</div> <div>To build emotional connection through vineyard journeys, sommelier interviews, and behind-the-scenes access to exclusive tastings. This platform enhances ViniLux's brand authority and global reach.</div> | <div>AWARENESS</div> <div>CONTENT TYPE Long-Format Videos HASHTAG #ViniLuxExperience #LuxuryTastings #WinemakersJourney</div> |
| <div>META</div> <div>Elegant visuals & curated lifestyle moments to capture the aesthetic appeal of ViniLux. Leverage static content to drive engagement, highlight product beauty, and create a strong brand presence in the luxury space.</div> | <div>ENGAGEMENT</div> <div>CONTENT TYPE Static Content HASHTAG #HighendHospitality #LuxuryLifestyle #ViniLuxExperience</div> |
| <div>LINKDEDIN</div> <div>Networking and thought-leadership hub to connect with luxury brand executives, hospitality partners, and event planners. Share case studies, partnership success stories, and wine industry insights to generate qualified B2B leads.</div> | <div>LEAD GENERATION</div> <div>CONTENT TYPE Blogpost, Insights HASHTAG #CuratedExcellence #HospitalityInnovation #ViniLuxExperience</div> |
| <div>PINTEREST</div> <div>To create visually storytelling boards around lifestyle inspiration, seasonal gifting, and luxury experiences. Ideal for showcasing brand mood and wine journey visuals that resonate with aspirational consumers.</div> | <div>STORYTELLING</div> <div>CONTENT TYPE Statics, Guides, Boards HASHTAG #LuxuryRedefined #Winederlust #ViniLuxGifting</div> |



SMA

Social Media Advertising

LINKEDIN ADS



Objectives

Lead Generation

GOAL
Awareness & Emotional Connection

KPI
Watch Time
Completion Rate

CONTENT
BLOGPOST /
SINGLE IMAGE

META ADS



Objectives

Reach
Brand Awareness

GOAL
Drive Engagement &
Brand Aesthetic

KPI
Engagement Rate
Click-Through Rate

CONTENT
SINGLE IMAGE /
CARROUSEL

PINTEREST ADS



Objectives

Lead Generation

GOAL
Innovative Leadership &
Generate Leads

KPI
Follower Growth
Conversion Rate

CONTENT
SINGLE IMAGE /
VIDEO ADS

Social Media Advertising



SEA Search Engine Advertising

Leverage targeted paid campaigns to reach HNWLs and luxury decision-makers across digital channels with premium content formats with a visual-first experience.

SEO Search Engine Optimization

Optimize keywords to rank organically for niche, experience-based search terms related to luxury hospitality and wine culture.

YOUTUBE ADS



GOOGLE ADS



PINTEREST ADS



GOOGLE / WEB



PINTEREST



Objectives

AWARENESS &
ENAGEMENT

GOAL

Awarness & Emotional
Connection

KPI

- Watch Time
- Completion Rate
- CTR

CONTNET

Short Form Video
Product Demo &
Reels

Objectives

AWARENESS &
ENAGEMENT

GOAL

Discovery & Emotional
Connection

KPI

- Time on Landing
Page
- CTR

CONTNET

Targeted Words
Branded Visuals in
Ads

Objectives

AWARENESS &
INSPIRATION

GOAL

Lifestyle Inspiration &
Visual Discovery

KPI

- Saves / Repins
- CTR

CONTNET

High-quality Pictures
Visual Boards

Objectives

AWARENESS &
VISIBILITY

GOAL

Increase organic
reach

KPI

- Keyword ranking
improvements
- Traffic Growth

CONTNET

Blog Posts
SEO landing
pages

Objectives

DISCOVERY &
ENGAGEMENT

GOAL

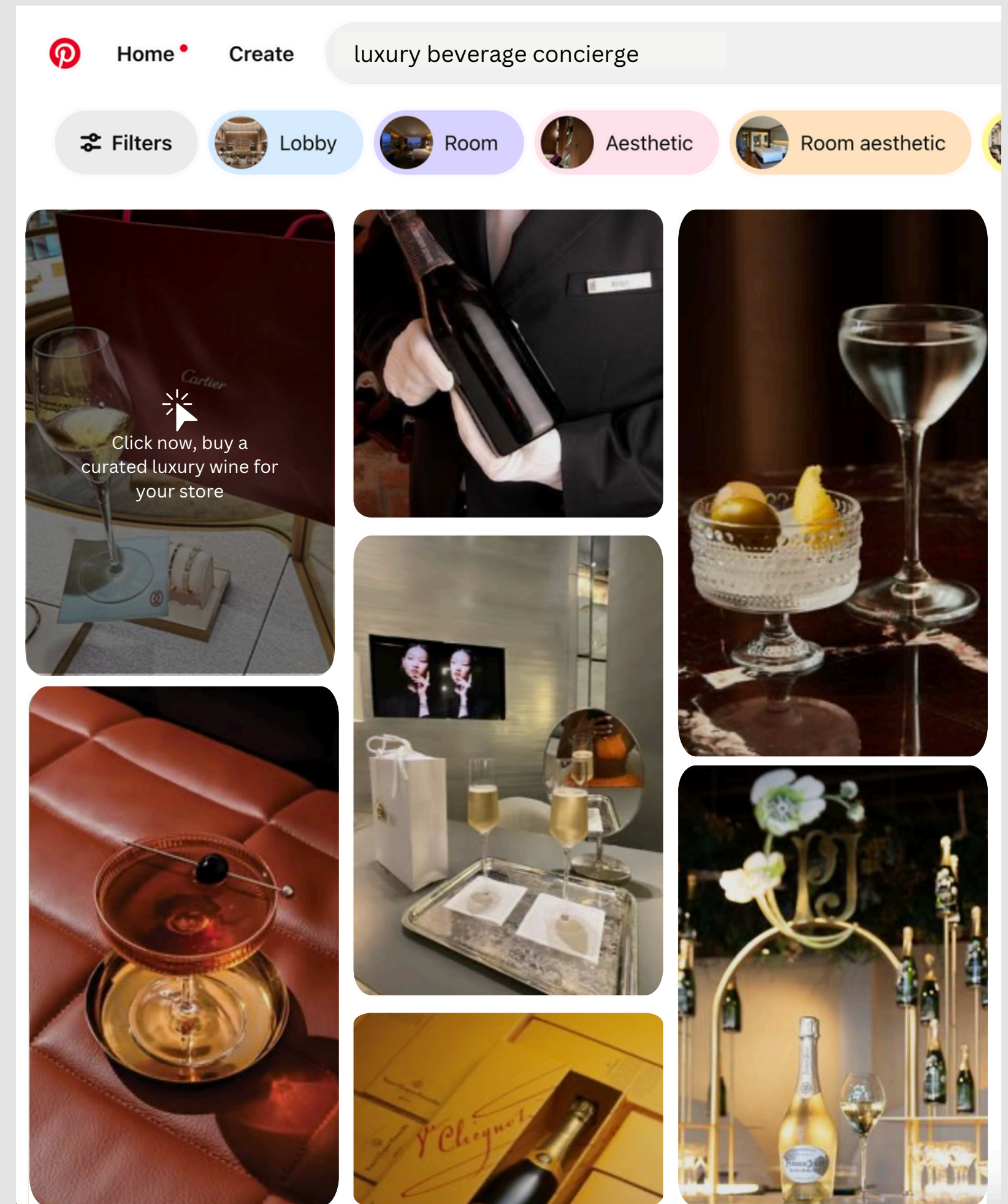
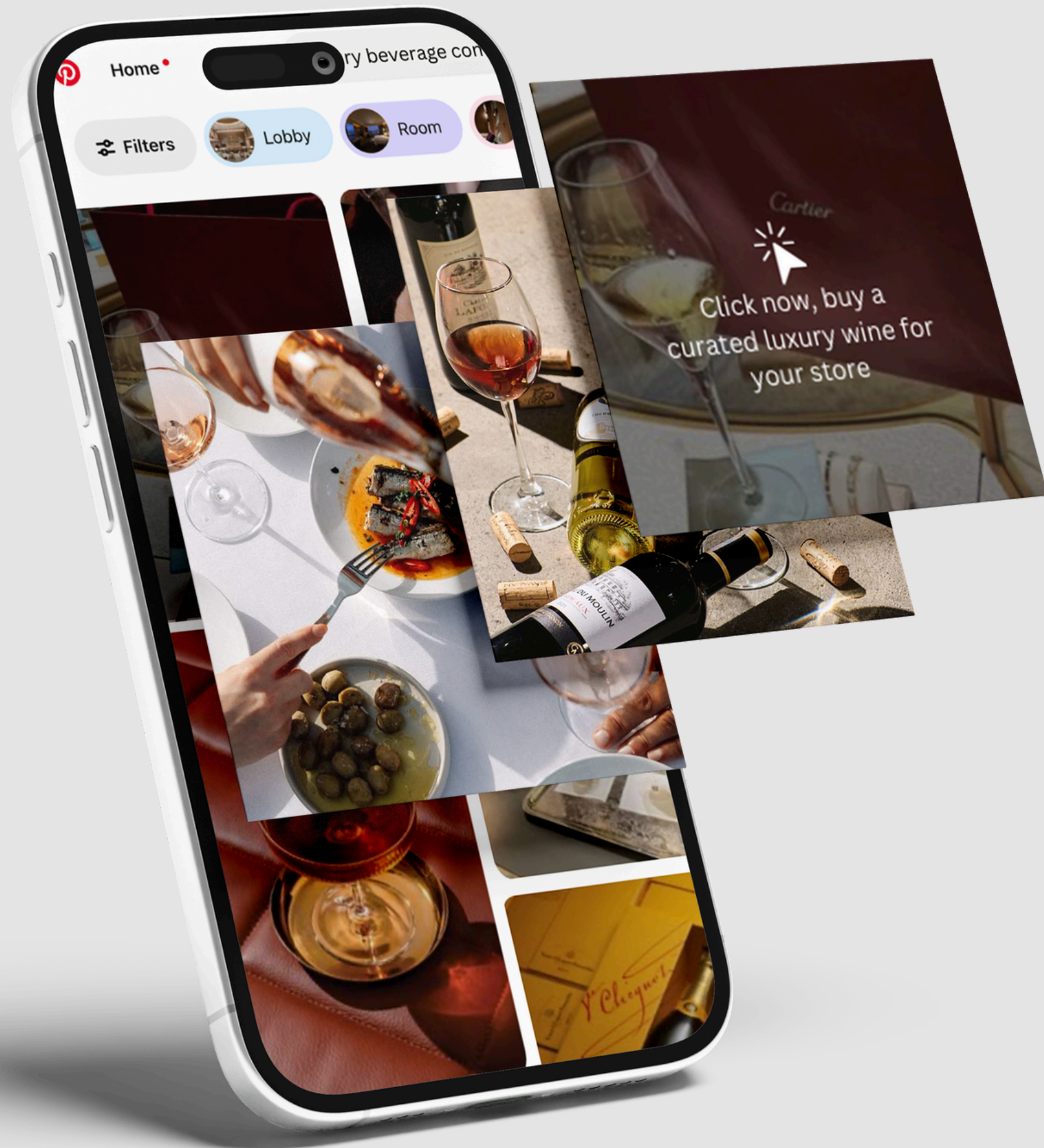
Boost brand presence
in visual search

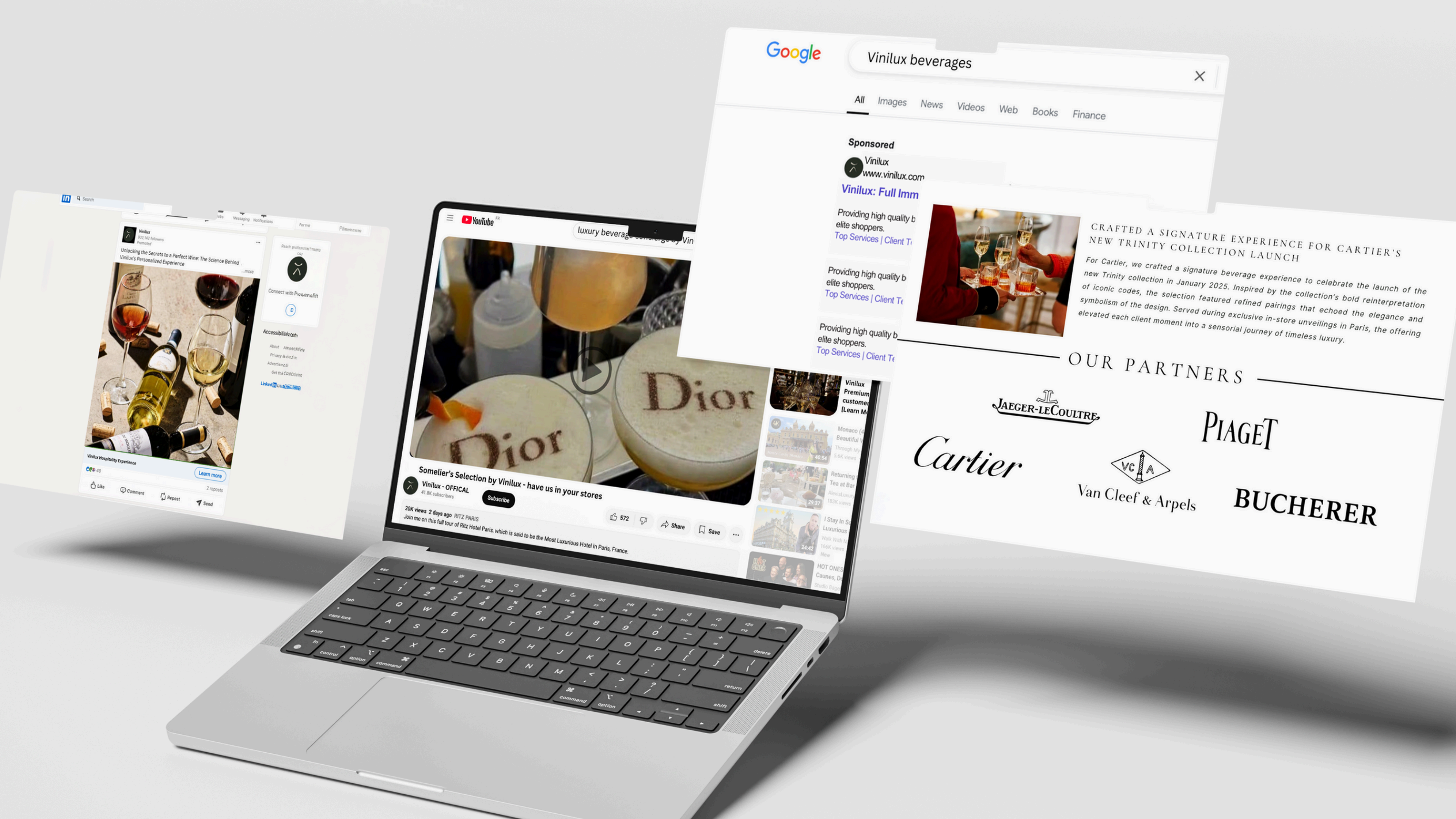
KPI

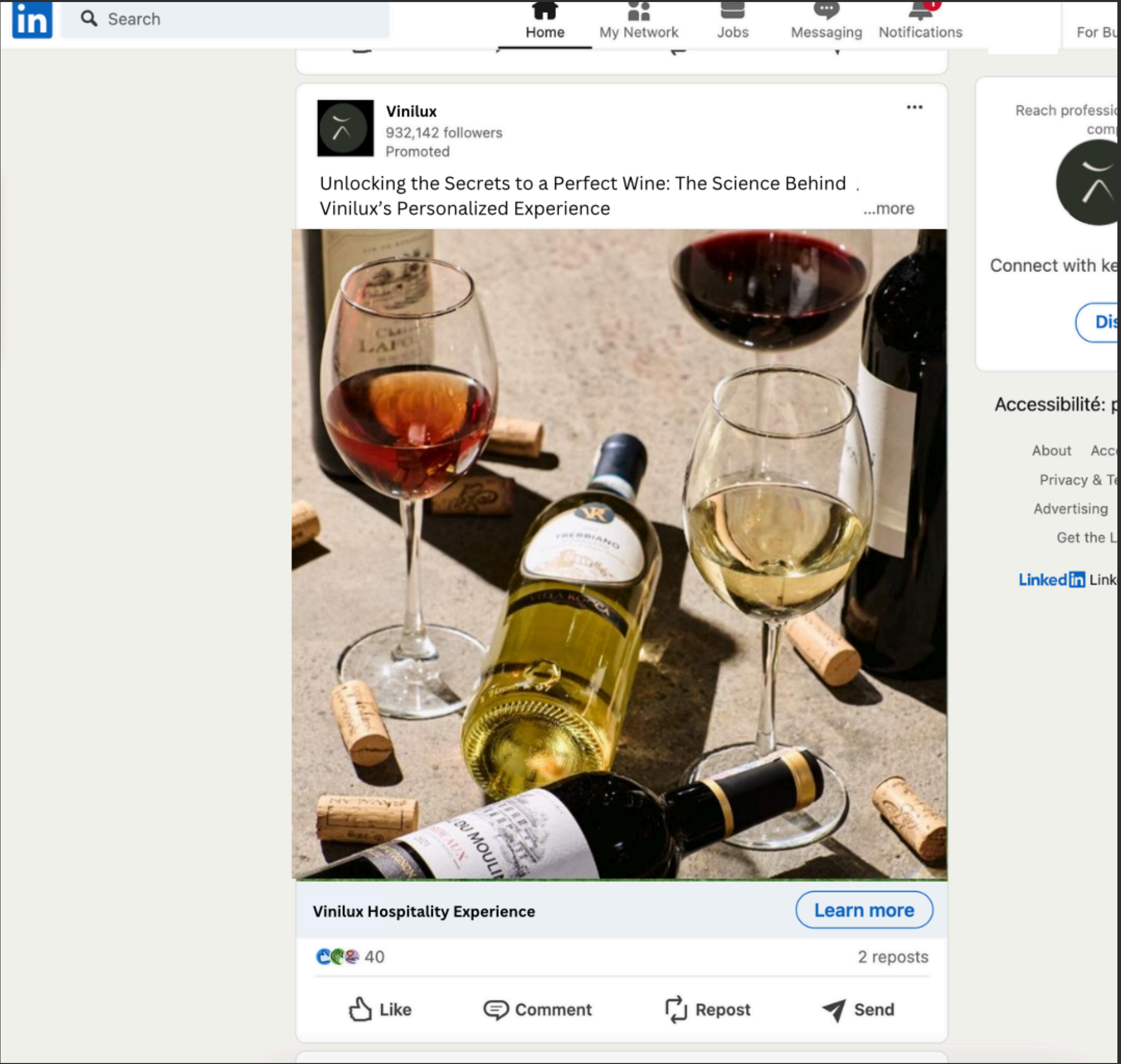
- Monthly Views
- CTR (Clicks to
site)

CONTNET

Pin descriptions
Board Title







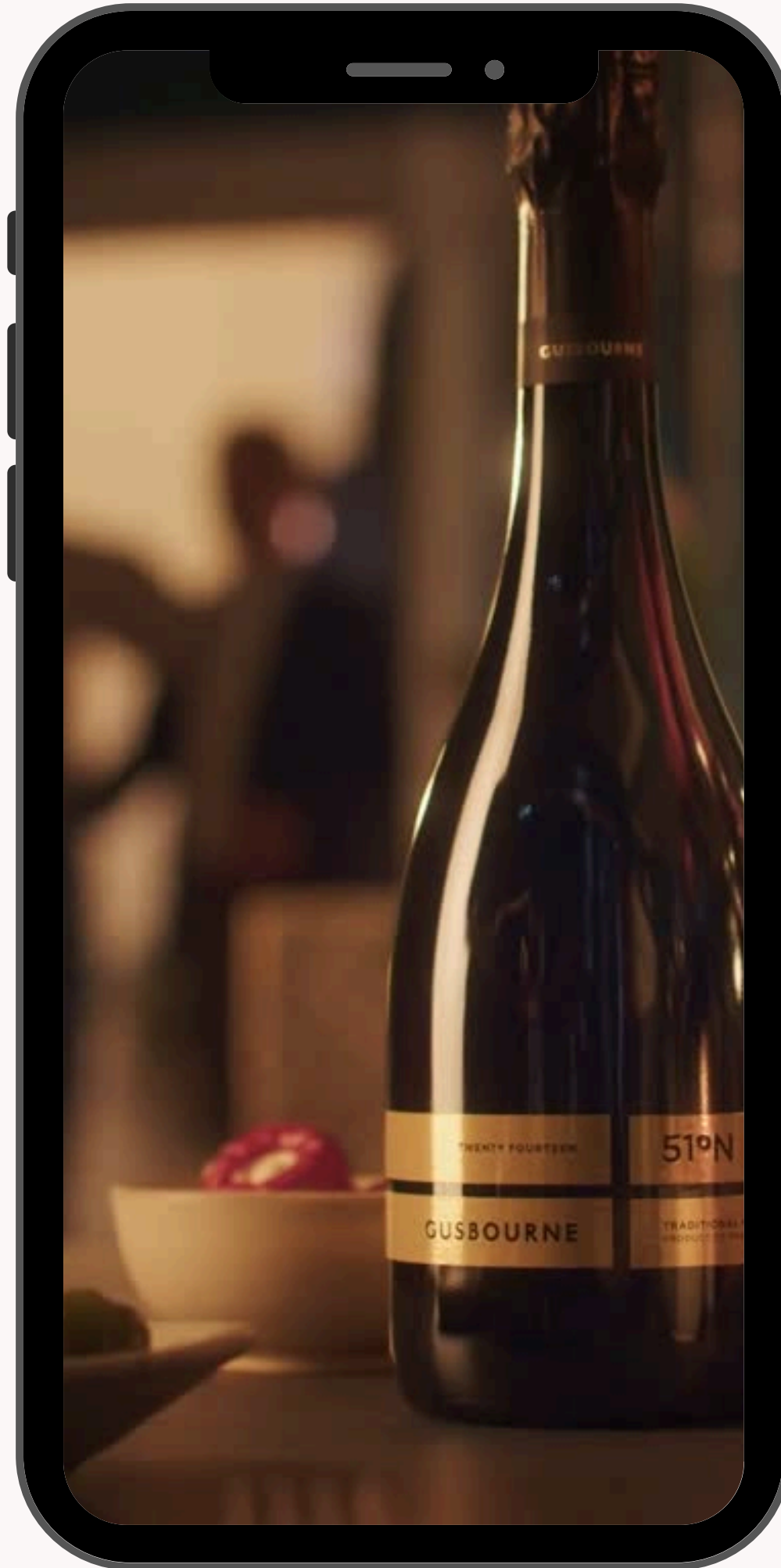
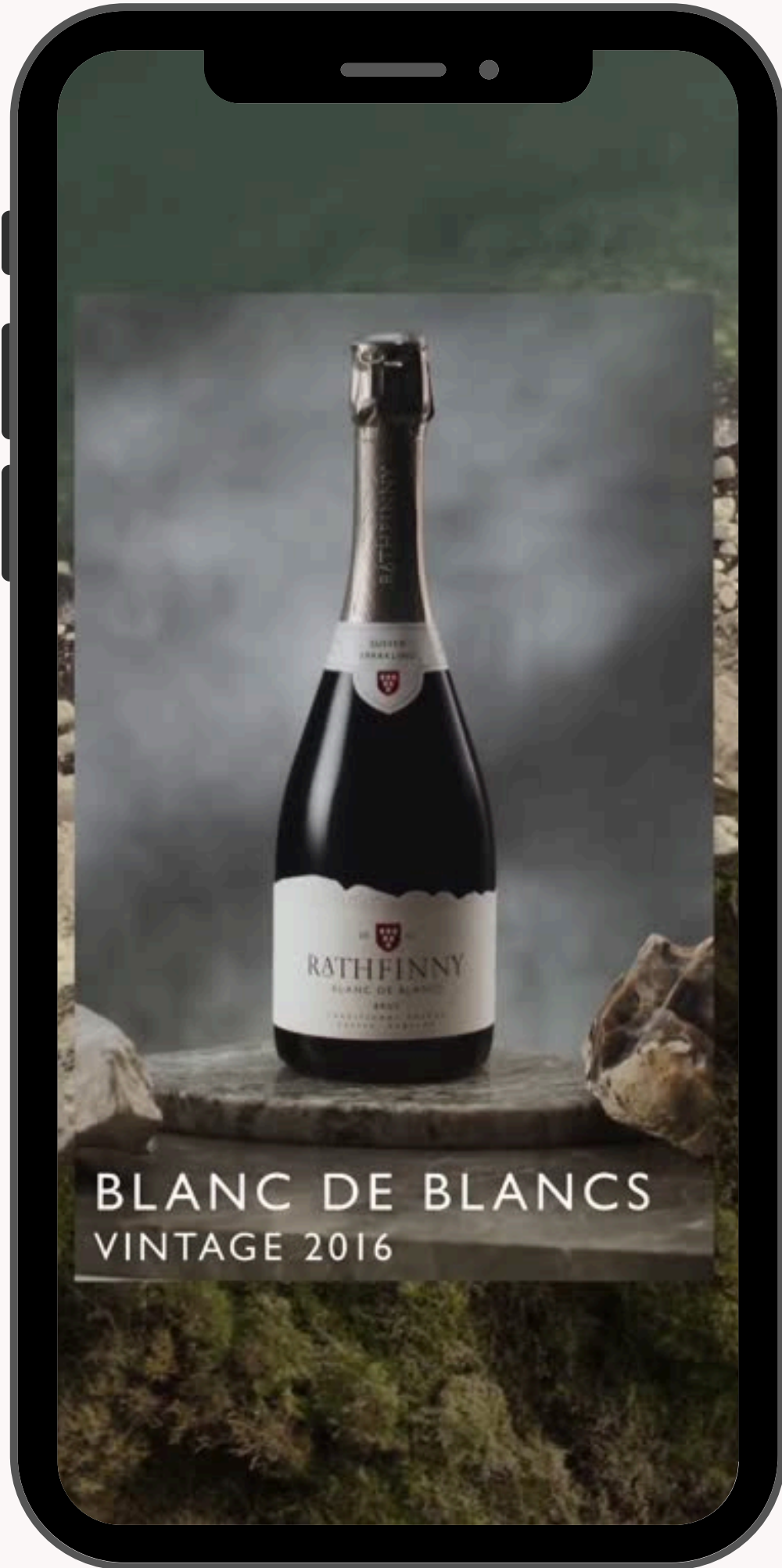


INFLUENCER MARKETING

Build brand credibility, increase reach among HNWI's and luxury lifestyle consumers. The objective is to drive conversion through curated authentic content partnerships with micro influencers aligned with ViniLux identity.

| TIERS | COLLAB TYPE | STONE | METRICS |
|--|--|---|---|
| Luxury Lifestyle Macroinfluencers 100K-500K+ <i>BRAND REACH</i> | Private Testings EVENT COVERAGE | PRODUCT REFINED EDITORIAL LIFESTYLE | AWARENESS REACH IMPRESSIONS FOLLOWERS |
| Microinfluencers (French / EU) 10K-50K+ <i>NICHE FOLLOWING</i> | Gifting Experiences LUXURY GIFTING BOX WITH WINE + PAIRING NOTES | CONTENT EXCLUSIVITY CRAFTMANSHIP IMMERSIVE EXPERIENCE | TRAFFIC LINK CLICKS SHARES SAVES |
| Sommeliers & Hospitality Experts 5K-25K+ <i>AUTHORITY & EDUCATION</i> | Storytelling Series MULTI-POST CAMPAIGNS: VINEYARD ORIGIN, PAIRING MOMENTS,BTS | HASHTAGS #VINILUXEXPERIENCE #CURATEDBYVINILUX | CONVERSION LANDING PAGE VISITS NEWSLETTER SIGNUP |

CONTENT





| SUN | MON | TUE | WED | THU | FRI | SAT |
|-------------------------------------|-------------------------|------------------------------------|---|--------------------------------|-------------------------------|---|
| 29 | 30 | 31 | 1 <div>Video Demo</div> <div>Montly Inspo</div> | 2 | 3 <div>Product Features</div> | 4 <div>Seasonal Gifting</div> |
| 5 | 6 <div>Lifestyle</div> | 7 <div>Luxury Store Escape</div> | 8 <div>Immersive Experience</div> | 9 | 10 <div>Product Reel</div> | 11 <div>Partnerships</div> |
| 12 <div>Sommelier's Selection</div> | 13 | 14 <div>Immersive Experience</div> | 15 | 16 <div>Product Features</div> | 17 <div>Lifestyle</div> | 18 <div>Beverage Curation</div> |
| 19 | 20 <div>Lifestyle</div> | 21 <div>Seasonal Gifting</div> | 22 <div>Product Reel</div> | 23 | 24 <div>Success Stories</div> | 25 <div>Sommelier's Selection</div> |
| 26 <div>Product Reel</div> | 27 | 28 <div>Partnerships</div> | 29 | 30 <div>Lifestyle</div> | 31 | 1 <div>Video Demo</div> <div>Montly Inspo</div> |

Social Media Platform



Facebook/
Instagram



LinkedIn



Youtube



Pinterest

Content
Type

- Luxury Store Escapes
 - Product Features
 - Lifestyle Parings
- Seasonal Gifting
 - Video Demo / Product Reels
 - Beverage Curation
- Immersive Experiences
 - Partnership Insights
 - Sommelier's Selection

BUDGET BREAKDOWN - FOR 1 YEAR

High-end content production

Producing content for social networks, immersive videos, high-quality photos, writing articles and posts, developing interactive formats

35 000€

Targeted advertising & retargeting

Google Ads and SEA, Facebook/Instagram Ads, Pinterest Ads, LinkedIn Ads, YouTube video campaigns, CRM and conversion tracking tools

25 000€

Influencer & partnerships

Collaboration with luxury influencers and sommeliers

20 000€

SEO & Website

SEO optimisation & content writing, Website UX/UI improvement, Maintenance & updates

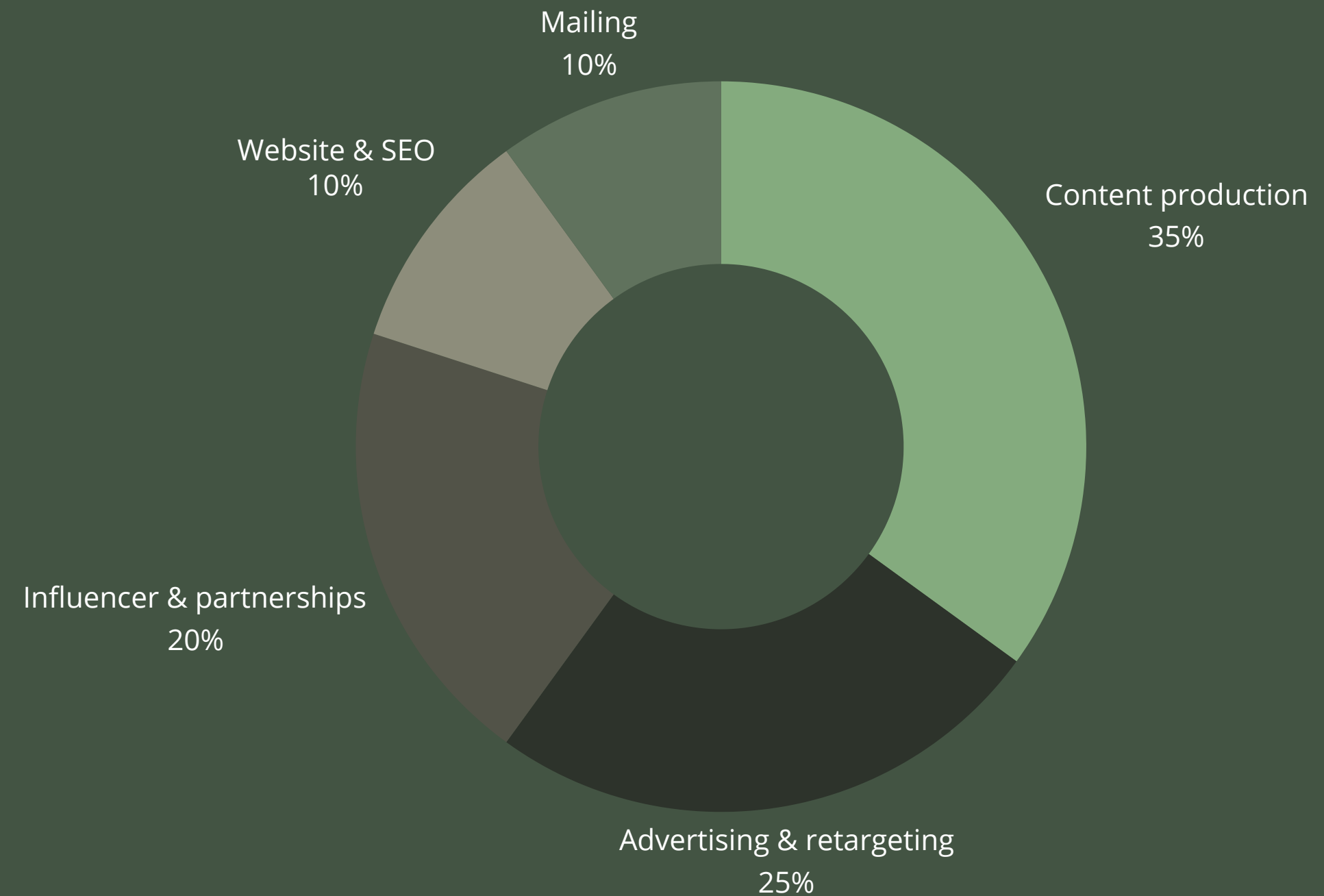
10 000€

Exclusive mailing

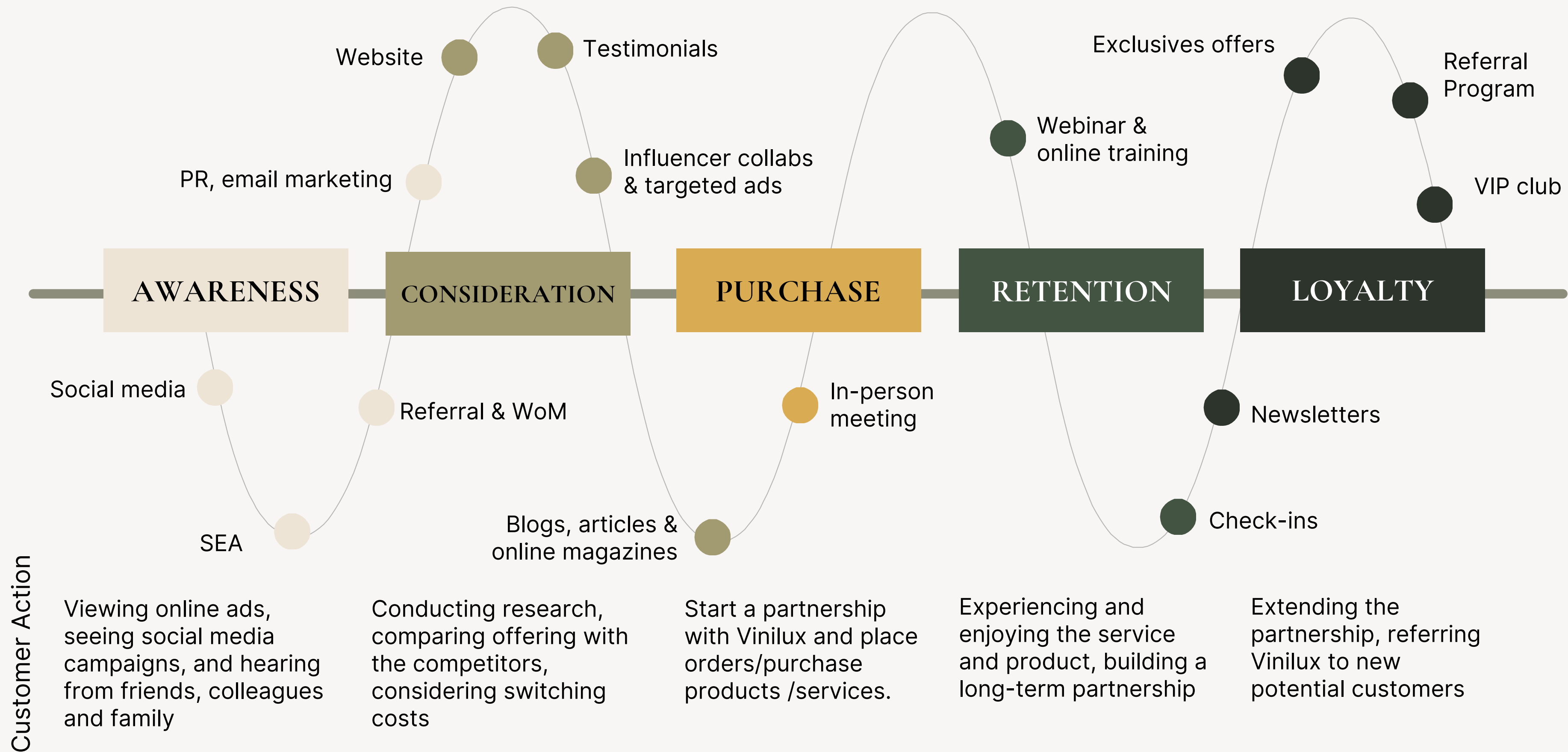
High-end newsletter campaigns with exclusive, personalised content

10 000€

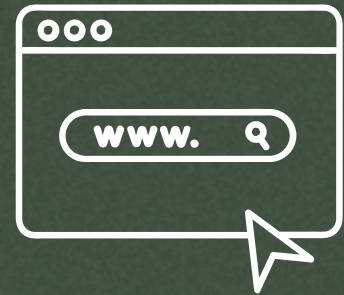
Assuming an initial budget of €100,000 per year



CUSTOMER JOURNEY TOUCHPOINTS



DIGITAL KPI'S



WEBSITE TRAFFIC

Showcasing ViniLux's exclusive offering, and generating qualified leads through high-end content

Website traffic: 3.6K per month, 60-65% from organic & referral sources, 20% direct search, 10-15% paid

Bounce Rate: < 50%

Time per visit/ session

duration: > 2 minutes

Page view per session: 3-4 pages



SOCIAL MEDIA & PARTNERSHIPS

Build brand awareness & credibility through immersive, storytelling-driven content and strong partnerships

Engagement rate (Instagram): >2- 4%

Positive sentiment on mentions: $\geq 85\%$

Follower growth: + 10-15% month over month

CTR: 1.5% - 2.5%

Influencer content engagement rate: $\geq 5\%$

Influencer reach: strongly depends on the type of content and influencer



BRAND AWARENESS & VISIBILITY

Increase ViniLux's digital footprint among high-end audiences

Reach (across channels): 3K to 10K people reached/month

Impressions: 20K to 100K impressions/month

Brand searches (Google Trends): 10-30% growth over 6 months

Newsletter sign-ups : 200 to 1K subscribers

PR Mentions / Media Coverage: 2 to 5 articles in specialised media (drinks, luxury goods, hospitality) in 6 months



LEAD GENERATION & CRM GROWTH

Build a base of high-interest prospects while maintaining exclusivity

Newsletter sign-ups: 200 to 1K subscribers

Leads generated from social to CRM: $\geq 8\%$

Time spent on gated landing pages: +2 minutes average

Conversion rate: 3-5%

NEXT STEPS

1 FINALIZING THE DIGITAL CONTENT STRATEGY & CONTENT CREATION

Objective: Establishing a clear, luxurious and consistent digital presence

- Finalize the visual and verbal identity across platforms (tone of voice, filters, style guide)
- Complete high-end content production (photo, video, testimonials) tailored for different platforms: LinkedIn (B2B), Instagram (storytelling), Pinterest (visual inspiration), and YouTube (immersive experience)
- Prepare an editorial calendar tied to seasonal campaigns and brand collaborations

2 LAUNCH OF THE WEBSITE & SOCIALS

Objective: Create a seamless, exclusive digital experience that generates curiosity and interest

- Launch a content-rich website with gated experiences
- Activate Instagram, Pinterest, LinkedIn, and YouTube with curated brand stories, high-quality imagery and videos, partnership features, value proposition)
- Set up tracking tools for KPIs (Google Analytics, Meta, ...)

3 PREPARING & AD CAMPAIGNS

Objective: Increase brand awareness and generate qualified leads

- Defining the precise target segment(Luxury retailers, premium hospitality groups, lifestyle concierges) and the advertising budget
- Selecting the channels for launching the ads and developing tailored campaigns
- Creating luxury-aligned ad creatives (Elegant visuals, slow-paced video content, minimalistic design, etc.)

TIMELINE



SOURCES:

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THANK YOU!