

LOUIS VUITTON

Presented by:

By Maria Pronina, Matthew Deveau,
Julianne Marquis-Fonseca and Hiro
Dudley

ABOUT THE BRAND

- Founded in the 19th century
- debuted as a personalized trunks and luggage and travel gear brand with a monogramming service.
- 35,4 million followers on Instagram, 23 million on Facebook and 7,5 million followers on Twitter
- Won 3rd place on Instagram's «Most Buzzed-About Designers of 2017»
- Global revenue was evaluated at 22 billion dollars (2019)



TARGET MARKET

- both men and women ages 18 to 60
- High disposable income
- people who get satisfaction from owning expensive, high quality items with logos that will showcase their wealth and social standing
- People who know they are part of a small group of individuals who are able to afford LV products and they're not shy about it

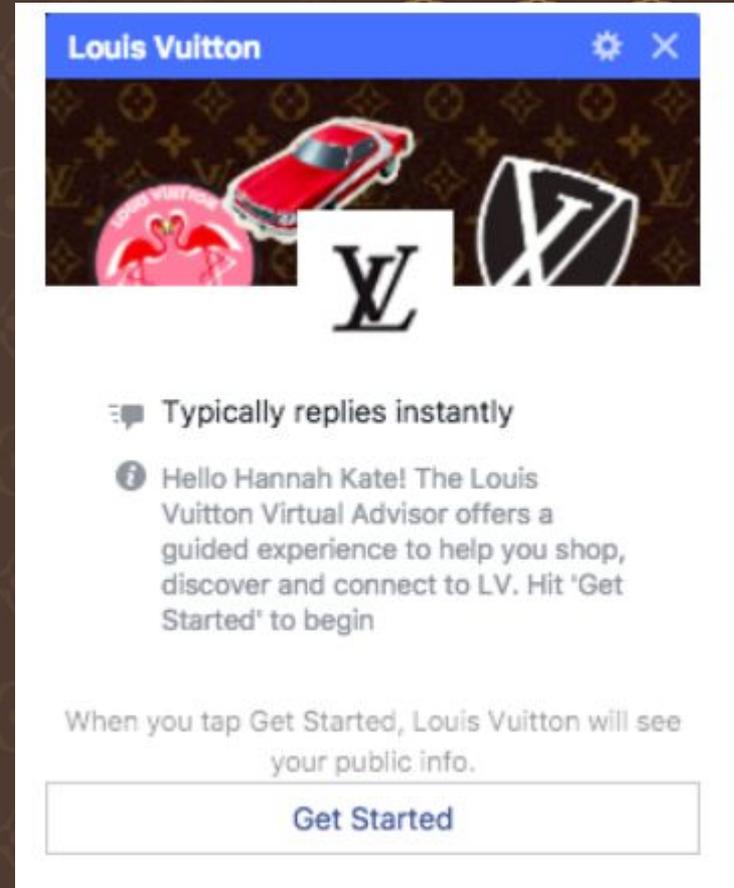


TARGET MARKET STRATEGY

LV posts very often and consistently on Instagram and has a huge reach because of its many followers. They work hard to stay relevant and engage with the consumer. They are well recognized for their beautiful visuals and engaging content, they have a healthy mix of different media such as the newest ads, videos, fashion shows, events, new stores opening, posts from influencers wearing their apparel, etc. All of their content is cohesive and professionally done.

TARGET MARKET STRATEGY

Louis Vuitton is always available and reachable to their consumer and that's why they have such high engagement levels on Facebook and Instagram. Everyone is made to feel welcome. Live streaming often, they project a lifestyle and not just selling a product



Louis Vuitton

Typically replies instantly

Hello Hannah Kate! The Louis Vuitton Virtual Advisor offers a guided experience to help you shop, discover and connect to LV. Hit 'Get Started' to begin

When you tap Get Started, Louis Vuitton will see your public info.

Get Started

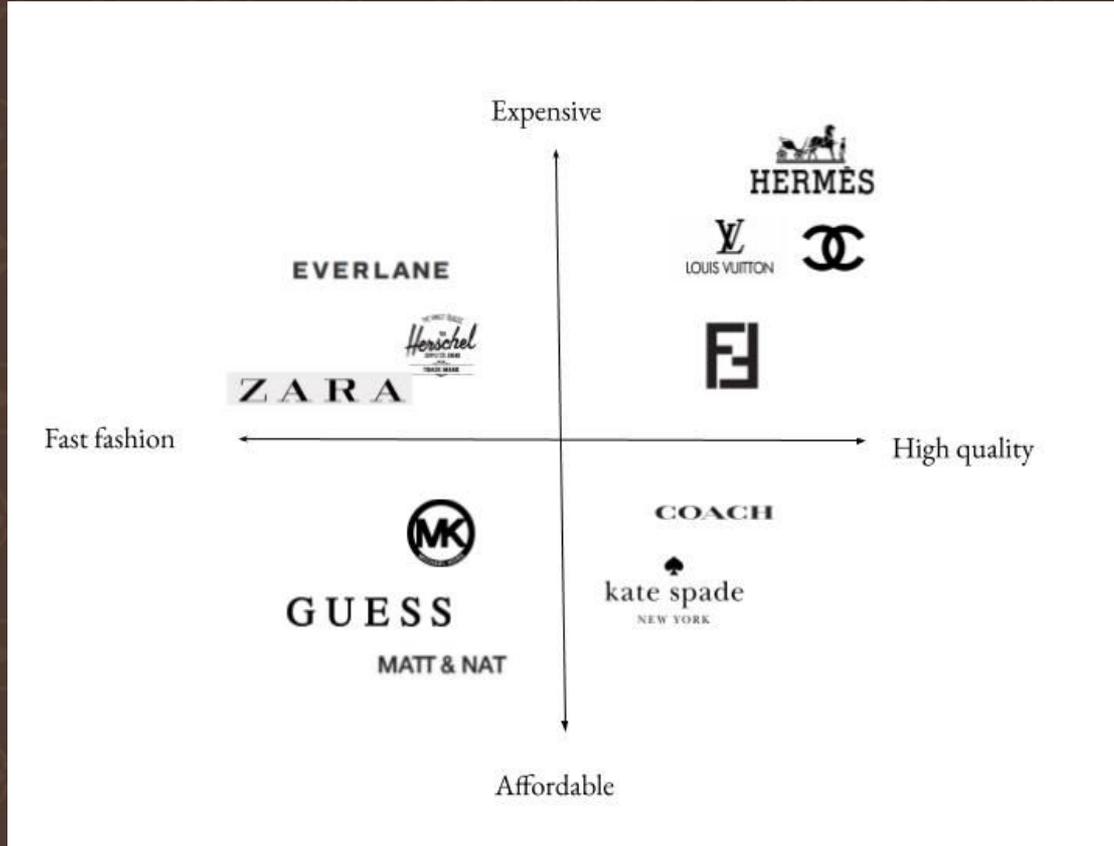
BRAND POSITIONING

Louis Vuitton is a luxury brand that uses personalities such as celebrities, public figures, influencers and trendsetters to promote their apparel
Ex: Kanye West x LV Collaboration or LV x Supreme





POSITIONING MAP



SWOT

Strengths

- Loyal customer following
- History of quality products
- Many collaborations
- Strong Branding presence
- Top celebrity endorsements

SWOT

Weaknesses

- High pricing
- Exclusivity
- Ignorance of foreign cultures
- Louis Vuitton has an extremely high market in Japan
- Not cruelty free

SWOT

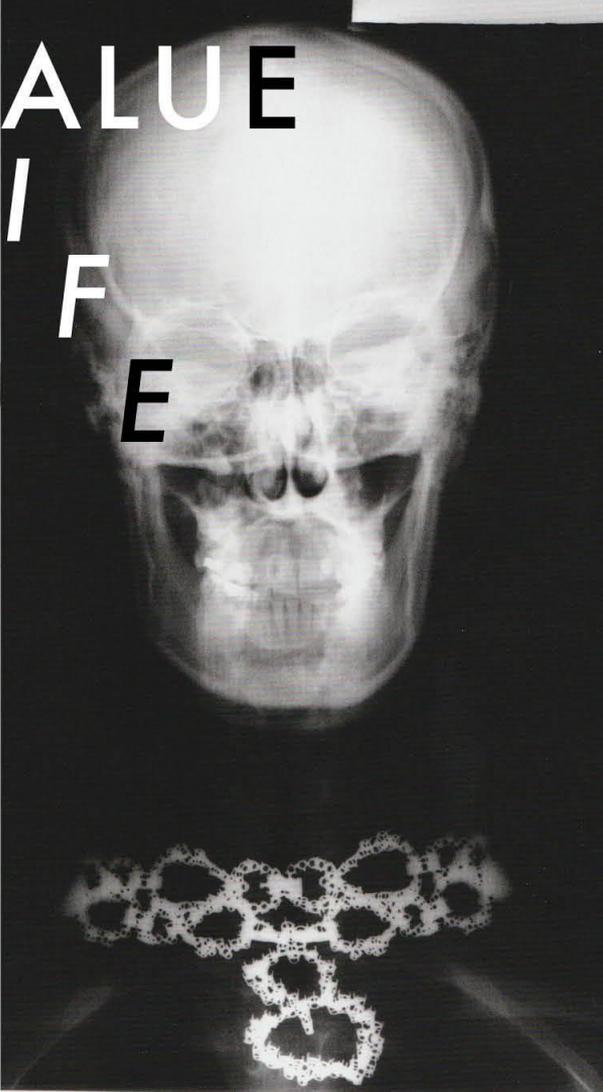
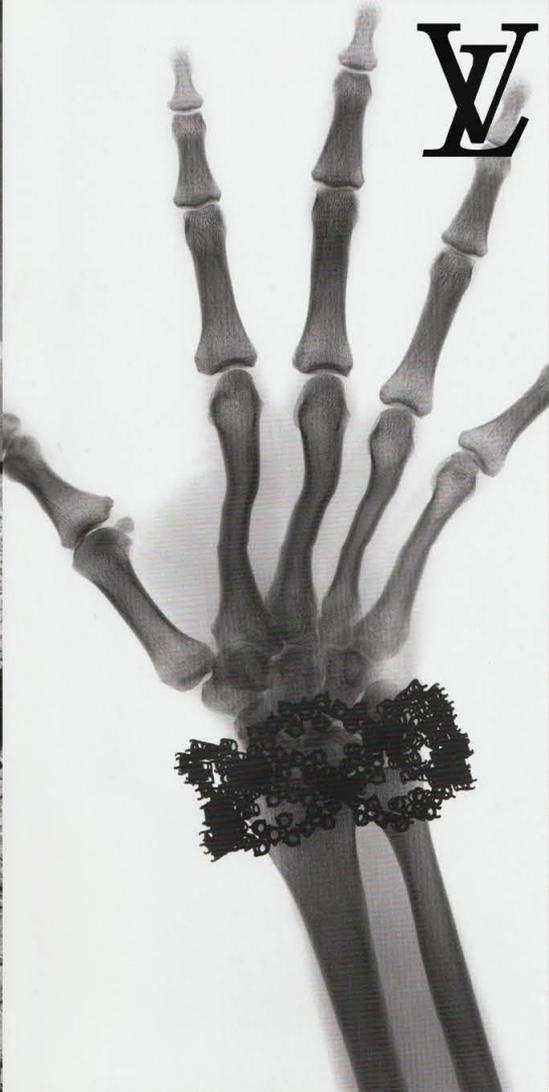
Opportunities

- Lots of potential to grow their market
- More collaborations to increase target market
- Adapt to today's current trends
- More engagement with consumers

SWOT

Threats

- Fraudulent Products (fake designer products industry)
- Economic crisis can hurt their business
- Possibility of being slowed down through international trade policies
- Increased activity from competitors will affect sales



SOCIAL MEDIA ZONES



SOCIAL COMMUNITY (TWITTER, FACEBOOK, AND LINKEDIN)

- Gen Z and Baby boomers both use
- Virgil Abloh opens target market to young adults
- Stylish yet exclusive ads and campaigns
- Used a lot more for announcements
- Detail about their campaigns and smaller projects

Louis Vuitton
1,031,974 followers
2w • 🌐

+ Follow ...

#LVxLoL
Qiyana in **#LouisVuitton** by Nicolas Ghesquière.
The League of Legends champion's new prestige skin will be released during the **#Worlds2019** Championship Finals this weekend. See more from the Maison's partnership with **Riot Games** and LoL Esports at <https://lnkd.in/eGYNdFd>
#Worlds2019



Louis Vuitton @LouisVuitton · Nov 21
Pulsing with life. **#EmmaStone** stars in the **#LouisVuitton** Campaign for Cœur Battant, the newest addition to the **#LVParfums** Collection. Discover the new fragrance at on.louisvuitton.com/60191OAC1



Louis Vuitton
November 20 at 9:24 AM · 🌐

Make A Promise with Dan Carter on the occasion of World Children's Day
As part of Louis Vuitton's partnership with UNICEF the New Zealand rugby player recently visited the Za'atari refugee camp in Jordan to help children facing one of the world's most challenging humanitarian crisis.
Learn more about the partnership and donate to UNICEF at <http://on.louisvuitton.com/61831OShR>
UNICEF does not endorse any company, brand, product or service.

Dan Carter met refugee families in Za'atari camp and in host communities in Jordan as part of Louis Vuitton's efforts to raise awareness and funds for UNICEF programs supporting the most vulnerable children.



SOCIAL PUBLISHING (YOUTUBE AND INSTAGRAM)

- Incorporates ads with content
- Virgil Abloh opens target market to young adults
- Stylish yet exclusive ads and campaigns
- Geared more towards streetwear
- Very short and to the point

PREVIOUS SOCIAL MEDIA CAMPAIGNS

Consistently use the same hashtags and every post is tagged #louisvuitton and more specific hashtags help consumers stay aware about the brand's happenings

The Volez, Voguez, Voyagez Exhibition (#NYCVVV) labelling : Images with red initials tie the campaign to the fact that LV started off by monogramming luggage

Make a Promise Collaboration for Unicef: Upload a picture with the LouisVuitton hashtag and share it to raise awareness. This brought Louis Vuitton a lot of exposure and so far the hashtag gathered 14K user generated posts that is basically free advertising for LV.

SEARCH ENGINE MARKETING (SEM)

8,781,000 visitors in last 30 days
Ad Group: Luxury Clothing

New text ad 

Final URL 
<https://www.louisvuitton.com>

Headline 1 
LOUIS VUITTON International

Headline 2  27 / 30
LV

Headline 3  2 / 30
Value Life  

Display path 
[www.louisvuitton.com / international / store](https://www.louisvuitton.com/international/store)  10 / 30

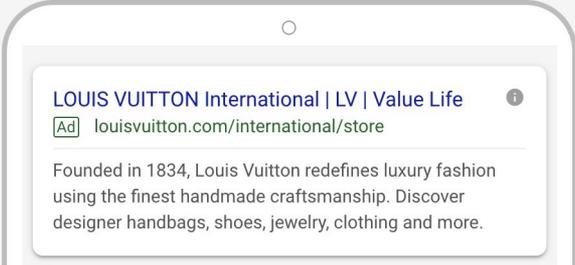
Description 1  13 / 15 5 / 15
Founded in 1834, Louis Vuitton redefines luxury fashion using the finest handmade

Description 2  81 / 90
craftsmanship. Discover designer handbags, shoes, jewelry clothing and more.  

76 / 90

1 of 3 previews < >

Mobile



LOUIS VUITTON International | LV | Value Life 
 louisvuitton.com/international/store

Founded in 1834, Louis Vuitton redefines luxury fashion using the finest handmade craftsmanship. Discover designer handbags, shoes, jewelry, clothing and more.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

2 of 3 previews <  >

Desktop



LOUIS VUITTON International | LV | Value Life
 louisvuitton.com/international/store
Founded in 1834, Louis Vuitton redefines luxury fashion using the finest handmade craftsmanship. Discover designer handbags, shoes, jewelry, clothing and more.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

KEYWORDS

Long-term

- ❖ Where can I buy a Louis Vuitton bag?
- ❖ Where to buy Louis Vuitton products?
- ❖ Where can I buy designer bags?
- ❖ Louis Vuitton luxury bags
- ❖ Virgil Abloh Louis Vuitton
- ❖ Women designer purses and wallets
- ❖ Real leather designer wallets
- ❖ Designer tote and shoulder bags
- ❖ 100% real Louis Vuitton products
- ❖ Women's luxury designer clothing

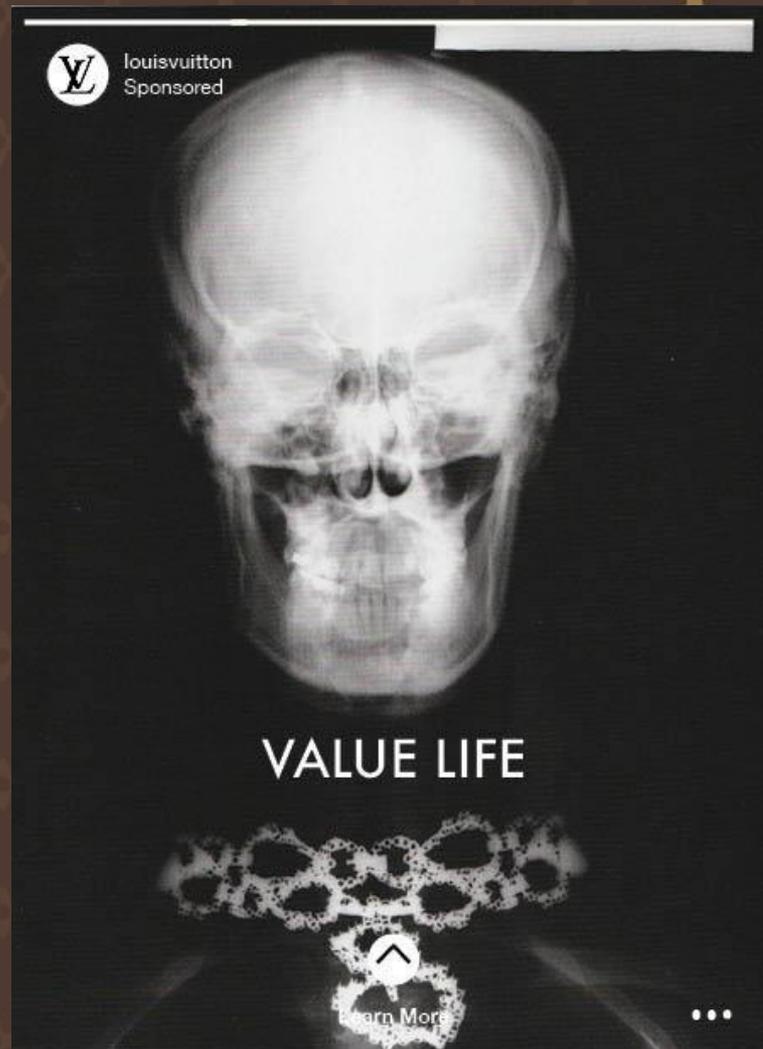
Short-term

- ❖ LV
- ❖ Louis Vuitton
- ❖ Designer Handbags
- ❖ Designer
- ❖ Luxury Fashion
- ❖ Leather Luggage
- ❖ LV Bags
- ❖ LV Purses
- ❖ Value Life
- ❖ Monogram bags

Negative:

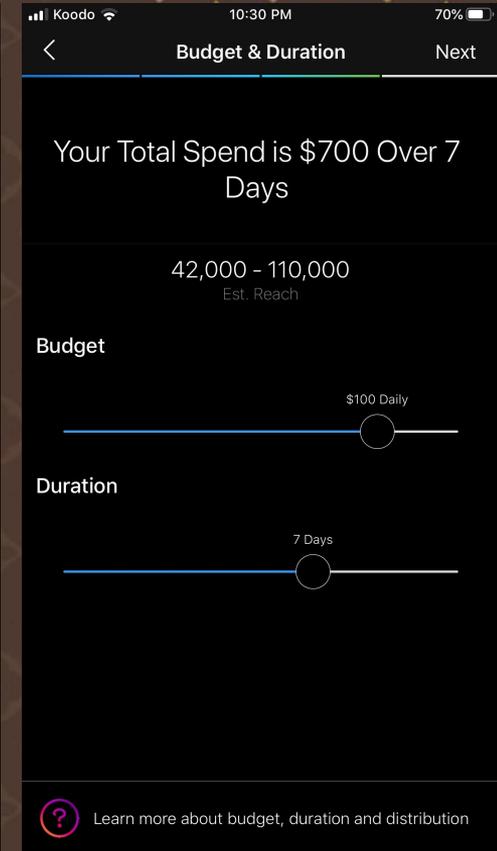
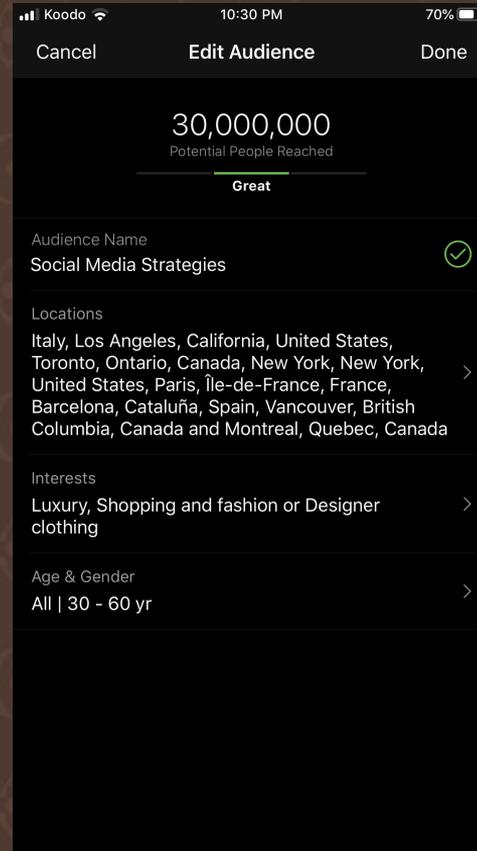
- ❖ Louis Vuitton Replica Bags
- ❖ Louis Vuitton Fake
- ❖ Knockoff LV Bags

SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING

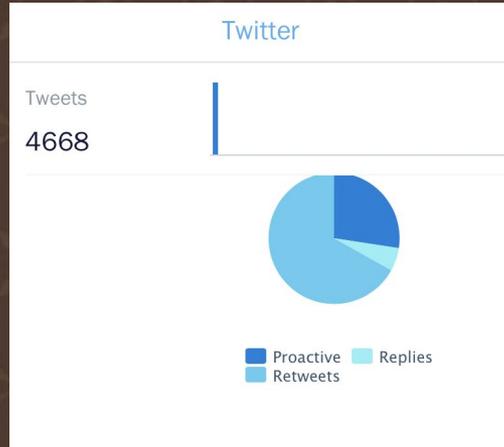
- ❖ 30,000,000 potential people reached
- ❖ Estimated Reach: 42,000 - 110,000
- ❖ Estimated Engagement Level: 1,680 - 4,400
- ❖ Select Audience:
 - Interests: Luxury, shopping and fashion, designer clothing
 - Big Fashion Locations
 - Age: 30 - 60 years old
- ❖ Goal:
 - Engagement based off the selected target audience
 - Higher traffic and sales to compete against other luxury brands
 - Enhance brand image



SOCIAL MEDIA OPTIMIZATION

3 ways to increase engagement:

1. Create Louis Vuitton Blog
2. Increase posts on Facebook for older generation
3. Increase twitter replies



KPI's to Focus on:

- Buzz volume
- Asset popularity
- Profile Visits
- Media Mention
- Brand Liking
- Engagement
- Reach and second degree reach

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THANK YOU!!!!