

**DIGITAL
MARKETING
PLAN FOR
TIFFANY AND
CO.**

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INTRODUCTION

Tiffany and Co. is a luxury company which was founded in the year 1837 in United States. The company was found by the jeweller Charles Lewis Tiffany. Its headquarters is situated at Manhattan on the Fifth Avenue. The company was formerly known as Tiffany, Young and Ellis from (1837-1853). The brand is very known for its sterling silver and diamond jewellery. Tiffany and Co.'s product line include fine jewellery, watches, haute couture fragrances. They have over 300 stores globally including the United States, Canada, Europe, Asia and Latin- America. And they are also looking forward to explore the market in Africa. The majority of shares of the company was acquired by LVMH in the year 2021. Thus, the brand became an independent subsidiary company. The brand has very unique designs and excellence. The founder of the company, Charles Lewis Tiffany was known as the "King of Diamonds" since he had the ability to find and acquire the exceptional and rare gemstones in the world. They are also rich in innovation and craftsmanship. Apart from their jewellery, Tiffany and Co. also offers a range of luxury timepieces.

SWOT ANALYSIS OF TIFFANY AND CO.

Tiffany and Co. is one of the successful brands in the world. It's well-known for its unique designs. Why they are such a huge success in the industry? Definitely its because of application of effective marketing plan and strategies including their digital marketing strategies by the brand. Therefore, let's see what are the brands strengths, weakness, opportunities and threats.

The main important element for a brand is always brand image. Tiffany and Co. has developed a strong brand image and it's maintaining the brand image over the years. Tiffany and Co. also holds a strong brand awareness. The brand started its operation in 1837 and its near to 200 years since they started operating. They are well established and one of the largest luxury jewellery brands in the industry and has a rich heritage. One of the main strengths of the brands is innovation and exclusivity. Their designs are always unique and distinctive to the brand. The brand also has a wide market including more than 300 stores around the globe. A wide range of products are offered by the brand including fine jewellery, watches, fragrances, accessories, crystals, sterling silver, leather goods, etc. which leads to a wider and stronger consumer base. Tiffany and Co. is also famous for their expert craftsmanship especially in their sterling silver and diamond jewellery. Their products are also of high quality and the brand has earned its own style and symbol of luxury in the mind of customers.

Even though Tiffany and Co has designs that are unique and iconic, they are more of aged and classic designs when compared to their competitors. So, the brand is not really appealing to the millennials and GenZ customers. They are unable to break that old-fashioned and classic American designs. The consumer's preferences and behaviours keep on changing rapidly. The new generation consumers are more into sustainability and ethical sourcing. So, it would be challenging to Tiffany to maintain its customer base with the changing preferences of the consumers. The company's main focus is on luxury jewellery and accessories. The brand's product portfolio has only limited diversification when compared to its competitors like Bulgari, Cartier, etc. The brand faces a high competition since the luxury jewellery is saturated with many well-established and famous brands.

Tiffany and Co. has a strong global presence including Europe, Latin America, Canada, United States. The brand is now seeking opportunities to expand their market to Africa. They can widen their market base by expanding their markets more into the emerging luxury markets like Asia, South America and Africa. Since consumers are more aware about sustainability and ethical sourcing, the brand can enhance their ability of sustainability and ethical practices which could be appealing to the consumers. The brand can explore into product diversification thus expanding their product line which could strengthen their competitive advantage. The brand is now an independent subsidiary under the LVMH which could provide them a wide access into networks, markets and resources. Also, by investing more into the E-commerce they can reach to new consumers while maintaining their existing consumers.

As we said earlier, luxury industry is a very competitive and saturated industry. It's very hard to a brand to be successful without deviating from its brand identity and brand image. Tiffany and Co. faces competitions from brands such as Bulgari, Cartier, Pandora etc. The brand also has many online competitors.

OBJECTIVE SETTING

- Increasing the website traffic of the Tiffany's website by thirty percentage within next financial quarter through various digital marketing strategies such as SEO, display advertising, social media strategy and content strategy
- Leverage online sales revenue of next financial quarter by twenty-five percentage by enhancing the online customer interface and user experience.
- Increase Social media followers and user-engagements over the next quarter through social media content strategies and influencer collaborations

PERSONA CANVA

Tiffany and Co. has a diverse audience. Currently, the brand's target audience is mostly women of middle age groups who are passionate about luxury. The one's who are more into exquisite craftsmanship and unique designs. They focus on consumers who holds luxury products as a symbol of their status and those who are willing to pay high prices for high quality jewellery. They always care about their looks and have a wardrobe which is rich in diversity. Tiffany and Co. is very famous for their iconic engagement rings. So, they also have a major focus on romantic gift buyers who are seeking to buy engagement rings, gifts for anniversaries and special occasions and sentimental pieces. They also have focus on gift givers. Consumers who have a taste for prestigious, heritage and classic designs are also the target audience of the brand.



MOTIVATION

Luxury Jewellery
Iconic and classic elements
Self expression
Sustainability
Style and Sophistication

NEEDS

Prefers classic and elegant jewellery pieces. Concerned about sustainability and ethical sourcing of materials
She also needs mixed metals and unique gemstones.

Name: Christina Joy
Age: 30 Years
Country: France
Occupation: Entrepreneur
Income: High- income earner

PERSONA BIO

Christina is high income earning entrepreneur who is very positive. She holds her own company in France. She is a luxury consumer and ready to invest high amount in high end jewellery pieces. She has an impulsive buying habit when comes to high-end jewellery and accessories. She holds luxury as a symbol of her lifestyle. She has a collection of variety of iconic and classic jewellery pieces. She prefers authentic and rare jewellery pieces. She spends a lot of time on research before making a purchase. Christina is a very reserved personality who likes to spend her free time going for shopping or hanging out with family.

CHALLENGES AND PAINS

She is a very busy individual who doesn't have enough time to do offline shopping. She prefers online shopping. She also finds difficulty in finding a trustworthy sustainable luxury jewellery

PERSONA CANVA FOR A GIFT GIVER



CHALLENGES AND PAIN

He is finding it difficult to find an iconic jewellery brand that can offer such romantic designs. He also finds difficulty in offline shopping since he is having busy schedules. So, he prefers to buy online through the brand's website.

NEEDS

He is in a love relationship. He wants an iconic romantic jewellery piece of his anniversary. He also prefers sustainable luxury.

Name: John
Age: 35 years
Country: US
Occupation: Business
Income: High-Income earner

PERSONA BIO

John is a rich business individual who is based in United States. His relationship status is committed. He is a thoughtful gift-giver. He seeks for meaningful and personalized gifts for special occasions. He finds the sentimental value of jewellery. He values craftsmanship and heritage. He also considers the recipient's preferences and style.

MOTIVATION

Gift Giving
Luxury Gifts
Iconic designs
Elegance
Sophistication

CUSTOMER JOURNEY CANVA

Awareness: The consumer is in need for an iconic and sustainable luxury jewellery piece. In this stage, the consumer is looking for a luxury jewellery brand which meets their need online. They are social media users and find an ad of the brand on Instagram or Facebook. The ad displays the iconic designs highlighting the sustainable element of the piece. They become aware about the brand and will move to further research on the brand.

Consideration: At this stage, the consumer starts considering all the brands which they can opt from. They start visiting the brand websites to know more about the brand and the offerings. They go to the website and search for the elements that are appealing to them such as brand story, sustainability initiatives, ethical sourcing etc. They also visit the brand's social media pages and review the contents. Then, they will consider the product offerings of the brand and check if they match with their needs and value of money. They will engage with the website and search for the details of the products and product reviews.

Decision: This is the stage where the consumer makes the decision finally to make a purchase from the brand. They are satisfied with the product offerings and product reviews and found that the brand meets their needs. Then they will choose the medium through which they are going to make the purchase such as brand website or brand applications.

Retention: This is the stage where the consumer should be retained by the brand by creating customer touchpoints like text messages, emails, social media strategies etc. The relationship is developed between the consumer and the brand. The consumer will engage with the different platforms for their queries related with the brand and also to keep updated on the brand's activities.

Advocacy: This is the final stage in customer journey where the brand loyalty is established. The customers had a good and positive experience with the brand and they recommend the brand to others. They share information on the brand and the experiences they came across with the brand. From these recommendations and referrals, new potential consumers are identified.

BRAND CANVA ANALYSIS

Features and attributes: The brand is an expert in the sourcing of rare and precious gemstones. The brand is known and "world's diamond authority". The brand is famous for its Tiffany Blue packaging which creates a sense of exclusivity.

Functional Benefits: The brand is a combination of love, style, elegance and care. They have really unique and classic jewellery pieces and accessories. They also have their special collections for engagements and anniversaries. They are a sustainable brand and they have a high traceability in diamonds.

Emotional benefits: The brand has a strong emotional connection with the consumers since their offerings are curated for significant milestones and events of life. They are representing themselves as a symbol of love and care. Their iconic and classic designs evoke a sense of prestige and exclusivity.

Brand/Product Persona: The products represent a symbol of love, elegance and sophistication. It reflects the exceptional craftsmanship and high-quality. Innovation and gemstones are unique element of the brand. The brand is connected with emotional and romantic elements.

Brand idea: The brand defines by its craftsmanship, classic designs, emotional resonance and innovation. They maintain an ethical brand that is sustainable and uses high-quality materials.

MOODBOARD



DIGITAL MARKETING PLAN

SEARCH ENGINE OPTIMIZATION

SEO strategies help to enhance the online visibility of the brands. SEO techniques increase the rank of websites in search results (Yungfeng, M. 2010). Tiffany and Co. currently uses a SEO strategy based on their branded key words. In order to increase the website traffic to their site, they use keywords related to their brand such as engagement related keywords, necklace, rings etc. They are well doing with their keyword optimisation.

As per the Verb brands, these are the keywords that are currently used by the brand.

Keyword	Rank	Ranking Page
tiffany	1	/
tiffany and co	1	/
tiffanys	1	/
tiffany engagement rings	1	/engagement/rings
tiffany engagement ring	1	/engagement
tiffanys engagement ring	1	/engagement
tiffany uk	1	/
tiffanys necklaces	1	/jewelry/necklaces-pendants
tiffany necklaces	1	/jewelry/necklaces-pendants
tiffanys necklace	1	/jewelry/necklaces-pendants
tiffany necklace	1	/jewelry/necklaces-pendants

Now-a-days sustainable luxury is becoming very crucial factor for the brands. Customers are more concerned about ethical sourcing and sustainability engagements of the brands. So, keywords related to sustainable luxury is very important in keyword optimization. Tiffany and Co. should use keywords related to sustainable jewellery which are more in use like sustainable luxury, sustainable jewellery, sustainable design, ethical fashion, ethical sourcing and prioritize long-tail keywords which has high-intent search queries and lower competition. And also, these suggested keywords should be added to the brand's website.

Online SEO: This includes creating Meta tags, Meta keywords, Building back linking and internal linking, breaking down the contents using HTML tags. Off-page SEO strategies outside the website by building links from other reputable websites to the brand's website.

Technical SEO: To improve the user interface and user experience, optimize the website speed and the performance of the website on different devices. Especially for mobile phones and tablets the brand should ensure the compatibility and mobile-friendliness. Also, the brand should ensure that there are no broken links or duplicate content to keep the site healthy.

Structured URL: Creating a range of URLs which are very exact. The brand's URLs should be descriptive and reflect the content on the brand's website. It should not contain any unnecessary parameters. They should be clean, exact and easier to read for both the users and the search engines. Also, by

canonicalization and URL redirects the brand can specify URLs for duplicate content to avoid duplicate content issues.

WEB-DESIGN ELEMENTS

Tiffany and Co.'s website is currently an elegant and calm website which reflects that brand's identity and sophistication. Their signature Tiffany Blue is used as the theme of the website. They have minimalistic layout with clear spacing between the elements which allows them to showcase their iconic jewellery designs to stand out. Every information is clear and precise which makes the user interface and user experience of the website easy and comfortable to the consumers.

The website represents the heart of a luxury brand's digital presence (Galoway & Mullen, 2010) While comparing to the websites of Tiffany's competitors, there are moving elements included in their web design which increase the user attraction of the brand. So, incorporating moving elements to website based on the current campaigns or iconic products would increase the attractiveness of the website and the time each consumer spends on the website. The brand can use pop-ups for their limited-edition collections or exclusive products. They can also add elements to provide an immersive, in-store-like experience for the online consumers.

Adding interactive and virtual try on options in the brand's web page for jewellery and their engagement rings can increase the interaction of the consumers in the brands site. Also, by creating a minimal click strategy, that is, the consumer should be able to do the purchase with minimum clicks can make the user experience easier and convenient.

Currently, Tiffany's website is lacking elements for pleasing the audience who are more into sustainable jewellery. Elements related to sustainability should be incorporated to Tiffany's website. Including more details on the product sustainability aspects can demonstrate the brand's commitment for social responsibility.

DISPLAY ADVERTISING AND PAY PER CLICK STRATEGY

Retargeting the users who have visited or engaged with the Tiffany's website before. Tracking the user behavior like the products viewed or the actions they have taking like adding items into the cart can help the brand to reach the target audience. By creating this the brand can create audience segments. Then after this, the brand can create ad campaigns to retarget these segments using display advertising networks. Tiffany's consumer segments are mostly middle-aged women and gift-givers. So, the brand can create ad campaigns on social media networks which are used by these segments as they use mobile apps or browse any other websites. The ad campaign can remind them about the product they already viewed and showed interest and encourage them to visit back the brand's website. For appealing the consumers who prefer sustainable luxury, the brand can create ads focus on sustainability initiatives of Tiffany such as their net-zero emissions and ethical sourcing practices.

Creating eye-catching display ads with visual imagery that are appealing to Tiffany's consumers in the websites that are frequently in engagement with the Tiffany's consumer segments like fashion, jewellery, lifestyle publications, journals and articles. Placing advertisements on social media platforms like Instagram, facebook etc, which are used by the brand's audience, highlighting the brand's image, story, products and sustainability initiatives can help the brand to reach new potential consumers.

CONTENT STRATEGY CANVA

Content on brand's story telling: Content highlighting the brand's heritage and history as an American classic jewellery brand in various ways such as collaborating with influencers and celebrities to tell the brand's story to the consumers. Also, incorporating content related to this in Tiffany's website.

Contents showcasing real-life stories: As Tiffany and Co. is famous for their engagement rings, they can create contents which are emotionally appealing to the consumers such as creating content based on real life stories and moments featuring the Tiffany's rings.

User-generated content: Creating content with influencers and consumers by engaging them to share their experience with Tiffany and Co. on various social media platforms. Sharing the pictures, reviews, experiences using the brand hashtags like #TiffanyBlueBoxChallenge Sharing the exclusive experiences of tiffany's customers like exclusive contents of Tiffany's prestigious events and behind the scenes of such events.

Product related contents: Contents that are visually appealing which highlights and showcase the brand's latest collections and campaigns. Also, including the product details, stories related to each product, making of the product, materials used and features that are unique to the product.

Types of contents: Visual contents such as product photography, images, videos, interactive experiences highlighting Tiffany's collections. Written content such as blogs, articles, interviews. Social media contents such as posts, stories and reels on different social media platforms.

SOCIAL MEDIA STRATEGY

Pinterest: Expanding Tiffany's presence in Pinterest by creating content related to their products such as engagement rings, tiffany lock, and their other products.

Instagram and Facebook: Sharing posts, reels and stories on their products and lifestyle. Posts on recent events, celebrities participating in their events and campaigns. Sharing behind the scenes of their exclusive events. Contents on special occasion and seasons related to Tiffany such as Valentines Day related content, hashtag campaigns like #TiffanyLoveStories etc. Creating a community group for Tiffany on these platforms to consistently let the consumers know and involve in every activity related to the brand. Engaging in a communication with the consumers through comments, Q&A sessions and polls.

Paid advertising: Creating ads on the paid advertising features available in the social media platforms to reach more consumers.

LinkedIn: Tiffany's consumer segments are high quality professionals. So, LinkedIn platform is also a potential platform for the brand to implement its social media strategy. Like other social media platforms, the same strategies can be used in this platform such as sharing posts related to the brand's products, behind the scenes of the events with a focus on the company's operations. Highlighting the collaborations and partnerships that Tiffany has with other luxury brands, artists or designers.

INFLUENCER MARKETING BUSINESS MODEL

Building a long-term relationship with influencers who are strongly aligned with Tiffany's brand image and identity and consistently engaging in developing contents. Individuals develop their image by drawing upon the recommendations provided by reference groups via digital platforms (Childers & Rao, 1992) Collaborating with influencers for marketing initiatives such as launching of new product, seasonal collections and campaigns. Since when choosing an influencer for the brand, it is important to determine what it will be about the person who is presenting the content will be affecting the way the message is received by the consumers (Percy and Elliott, 2009) Tiffany and Co. has an emotional appealing element in their brand identity related to love and romance, an influencer who aligns with this element of the brand will be chosen. The influencer must be the one whom the consumers can relate the brand with and also the influencer whose contents are in alignment with Tiffany's world. Contents will be created with the influencers by featuring the product and campaigns. Behind the scenes of events, personal experiences of the influencers with the brands will be developed with in collaboration with the influencer. Launching a new hashtag campaign with the influencer showcasing the products of the campaign. Sharing this user generated content on Tiffany's own social media platforms will be done to increase the reach and user-generated content.

MARKETING METRICS

Social Media Awareness Metrics

This metrics is used to reach the number of people who has seen our content. By using this metrics, the brand will get an idea for measuring the average reach as well as the reach on each social media content on Instagram, Facebook and other social media platforms. Also, the number of impressions that is, the number of times the content is seen by the people by measuring the likes and impressions on the brand's social media profile. This metrics also evaluates the number of views for the videos and the rate of completion. Using, this metrics, the brand can measure in growth in number of social media followers of the brand in a given period of time.

Social media engagement Metrics

This metrics will be used to measure the engagement rate of the brand's content by the number of comments, shares and reactions. The metrics also helps the brand to measure the amplification growth and Virality growth by the ratio of shares per post to the number of overall followers.

Social Media Marketing metrics

Click-through rate which shows how many times do people click on the link in our content and access additional information of the brand. Using this metrics, the brand will also measure the subscriptions, downloads and sales which are converted through the brands social media contents.

Social Customer Service Metrics

This metrics will be used by the brand to analyse the average response time and customer satisfaction score. The time which the brand takes to respond to the customer queries on social media. Net Promoter Score will be used to measure how often the consumers are ready to recommend our brand to others based on their experience with the brand.

Other metrics

This metrics will be used to measure the number of people who are talking about the brand on social media when compared to our competitors. Social sentiment metrics helps to track down the feeling behind the conversation when people talk about our brand online.

CONCLUSION

The digital marketing plan prepared here will help Tiffany and Co to effectively attain the objectives which are set before and leverage the brand's digital marketing channels. By focusing on Search engine optimization, social media strategy, content strategy, web design elements, display advertising and influencer marketing business model, Tiffany and Co. can enhance the strength of their brand by increased brand presence, increased website traffic leading to increase in online sales and strong brand loyalty. When compared to other marketing types, search engine optimization is successful in increasing the earnings on investment returns. This would increase the company's revenue (Kareem, 2009). T

By continuously monitoring the performance of the strategies and plan, Tiffany and Co. can make decisions and optimize their digital marketing efforts and stay innovative in the digital world. This plan will provide a clear framework for making financial decisions for their marketing by capitalising on the evolving trends, innovative technologies and provide a exceptional customer service across all consumer touch points. With the execution of this plan, Tiffany and Co. can position themselves as a leading luxury brand and drive their sustainable growth.

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