

LVMH and its CRM base

MMC 5737 Lead Generation and Management,
Summer 2024

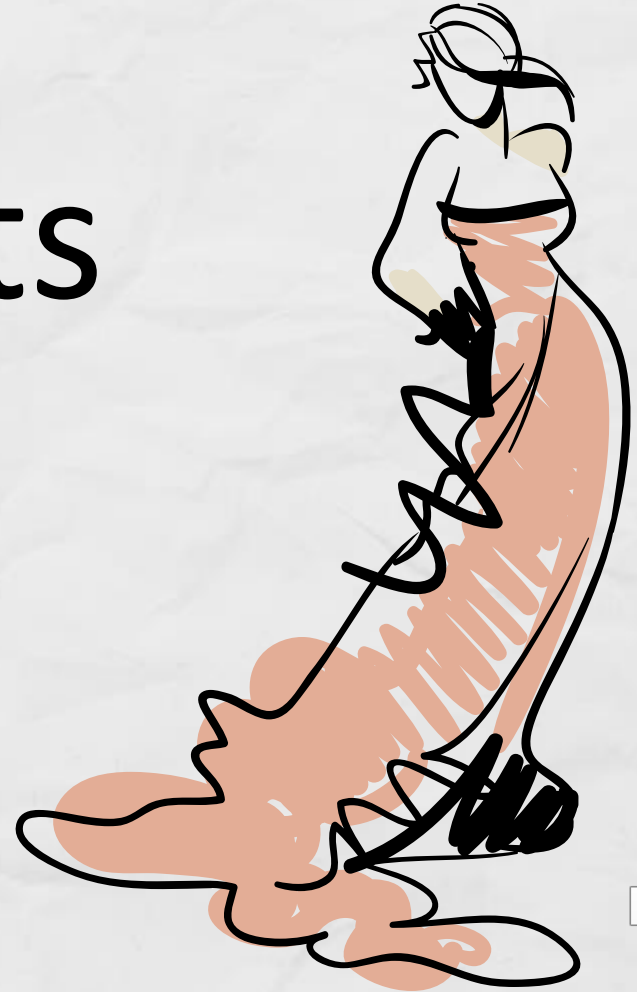


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01

ABOUT LVMH

Louis Vuitton Moët Hennessy



What is LVMH and where did it come from?

LVMH is a conglomerate company of various fashion brands and other luxury goods. Fully founded in 1987, it is the world's largest luxury goods conglomerate, boasting a 86.2 billion euros revenue in 2023.



WHAT DOES LVMH AIM TO DO?

LVMH's Vision of the Company:

The vision of LVMH is to be at the forefront of fashion and luxury export, with a diverse and creative portfolio and brands behind them.

LVMH's Mission Statement:

LVMH's mission is to have a refined "art de vivre", which means having an aura of elegance and sophistication for both their products and their customer base.



LVMH's SOCIAL MEDIA PRESENCE



INSTAGRAM/TWITTER

The LVMH Instagram and Twitter visually highlight current events and exciting things going on within the brands.



TIKTOK

Much like its other channels, LVMH uses TikTok to reach younger audiences with the latest updates and events about its many brands.



LINKEDIN

On professional social networking sites, LVMH likes to update those in the fashion business with updates in the business world, and notable insights in the fashion industry.



YOUTUBE

Livestreams and playbacks of fashion shows are the main attractors of the YouTube channel, but there is additional content on the history of the brands and the potential future of fashion.



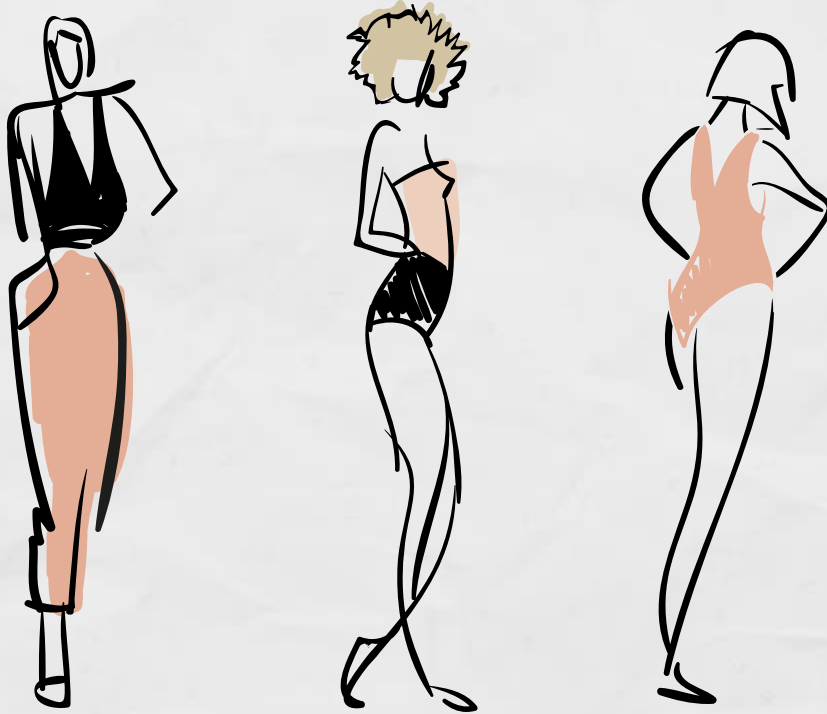


LVMH's REFERRAL PRESENCE

In addition to social media, LVMH increases its presence online in the new digital age through influencer marketing and partnerships and promotions on upscale fashion and magazine blogs.



WHO ARE LVMH's AUDIENCE?



AFFLUENT INDIVIDUALS

Who seek luxury and exclusive products to symbolize their monetary status.

FASHION HOBBYISTS

Who are deeply interested in fashion and the latest trends, as well as the most lauded brands, collecting high-end pieces.

CREATIVE PROFESSIONALS

Who value fashion as an art expression, and seek to have creative and thoughtful pieces in their closet.





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YOUNGER AUDIENCES

Younger audiences are always harder for legacy brands to establish a connection with, and with the loss of Virgil Abloh in 2021, the challenge has proven to be much harder for the brand.





"What inspired youth audiences was his energy, optimism, and the values he championed – that reflected their own."

- Brand strategy director
Yolanda O'Leary



HOW CAN THEY GET THAT AUDIENCE BACK?

WHAT'S ALREADY IN MOTION

In the past year, LV has made moves to connect with younger audiences to keep "Streetwear-loving Gen Z run[ning] to LVMH". The biggest change was appointing celebrity and well-connected Pharell as the men's creative director for Louis Vuitton.

WHAT MORE THEY CAN DO

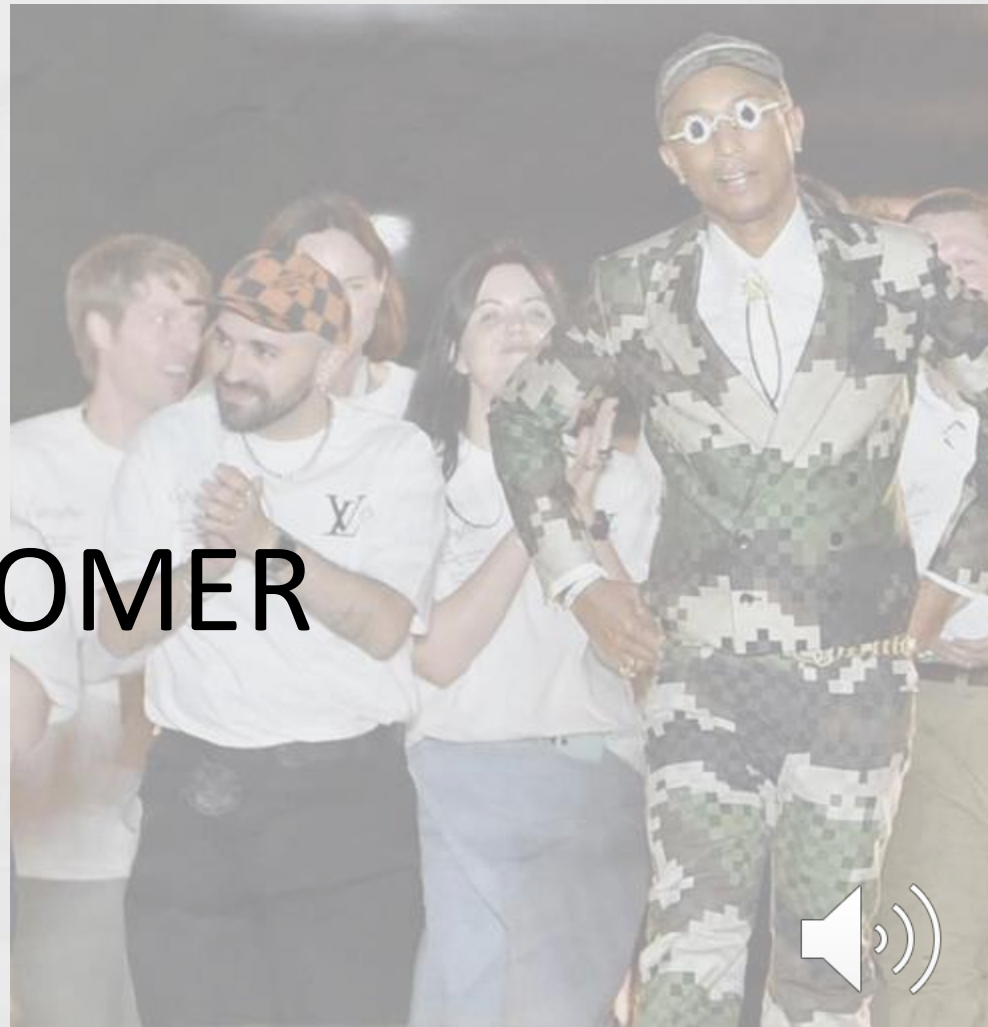
By employing the **Asian School of Thought**, LVMH can use social media as a form of engagement, creating a community and cultural movement that keeps younger audiences running toward the brands, both obtaining and retaining the customer base they are looking for.



02

GAINING A CUSTOMER BASE

Generating Leads



THE BENEFITS OF FOCUSING ON YOUNGER AUDIENCES AND STREETWEAR



BRAND RELEVANCE

The younger audience has a strong presence on social media, leading to inflated engagement rates

MARKET EXPANSION

Collaborations with younger designers and influencers in the streetwear scene can lead to unique products

01

02

03

04

Streetwear and younger audiences are not common in the luxury space, so this creates relevancy to a new group of people

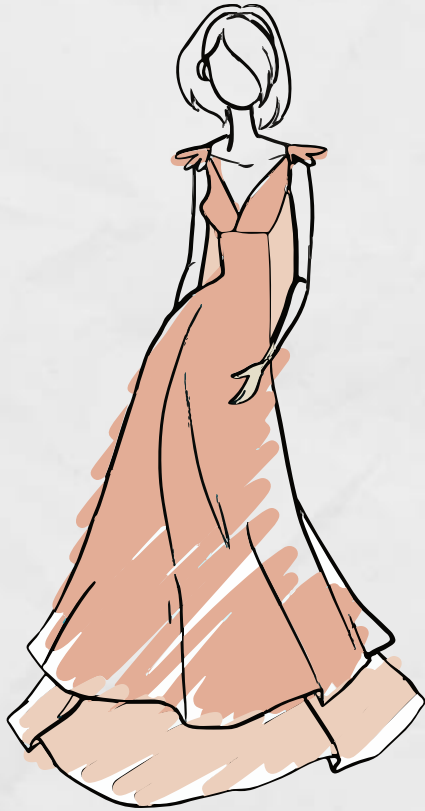
RISING ENGAGEMENT

Streetwear and younger audiences are not common in the luxury space so this taps into new growth opportunities

CREATIVITY



WHO ARE
WE
LOOKING
FOR?



WHAT TYPE OF LEAD ARE WE LOOKING FOR?

THE CUSTOMER



DEMOGRAPHIC

Younger men, 18–35 range



GEOGRAPHIC

Fashion hubs like NYC, Paris, Milan, Seoul



PSYCHOGRAPHIC

Fashion forward and streetwear focused



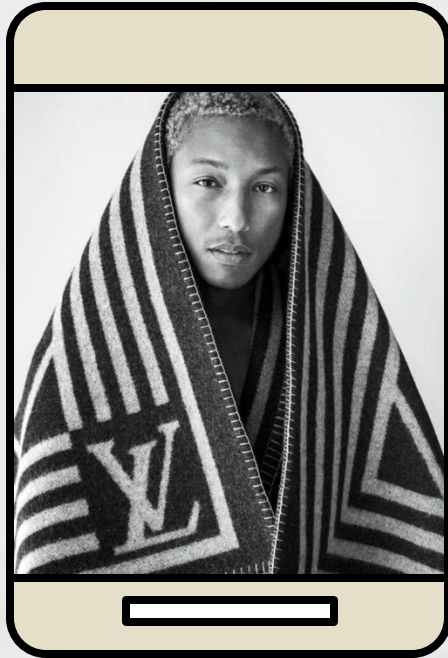
BEHAVIORAL

Frequently buys streetwear, luxury wear, and sneakers





HOW DO WE
GENERATE THESE
LEADS?



1. CELEBRITY SPONSORSHIPS

With the instant success of Pharell in his role at Louis Vuitton, a “celebrification” of fashion has been seen on the rise. Bringing fashion and pop culture together in this way has been seen to fare much success in the last couple of years.

“Celebrity-driven brands introduce a diverse offering in terms of taste, experience, and image (Choufan 2024)”

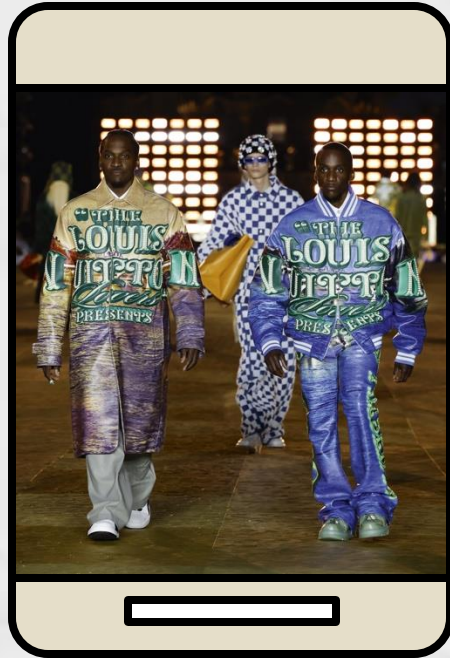


2. STREETWEAR POP UPS

With the rise came the rise of sneakerhead culture, and sneaker drops. Sneaker drops are where new (mostly Jordan) luxury sneakers are released for a limited time and have a small quantity.

The mark-ups of resale pricing as well as the small quantity, increases exclusivity which is what we see in our customer bases' goals with the clothing





3. SOCIAL MEDIA MARKETING

Most people in these fashion circles like to collect, trade, and show off their new buys through social media. By having dedicated social media campaigns on mediums like Instagram and TikTok, it is sure to catch the eyes of the right audience and generate these leads.



HOW TO OBTAIN CUSTOMER DATA



01

Social media
analytics

Engagement
metrics, sentiment
analyses



02

CRM systems

Purchase history,
customer loyalty
programs



03

Market Research
Reports

Industry trends,
consumer insights



04

Website
analytics

Website traffic and
conversion rates



03

CUSTOMER SERVICE AND AUTOMATION TECHNOLOGY



OHEMAA PEPRAH-ASANTE 2024

CUSTOMER SERVICE

The act of supporting and managing a customer on every part of the buyer's journey (before, during, and after the purchase)

LOUIS VUITTON



CUSTOMER SERVICE AND LEAD GENERATION



BUILDING TRUST

By ensuring a customer is always supported, they can have faith in always having the best quality in their purchase experience and are more likely to convert to loyal customers.



CUSTOMER RETENTION

As a customer is always supported even after a purchase, they feel comfortable and valued enough to want to come back for more.





- Founded:** 2006
- Founders:** Brian Halligan and Dharmesh Shah
- HQ Location:** Cambridge, Massachusetts, USA

HUBSPOT

An automation tool that uses channels such as
Email Marketing Social Media SEO and
Content Marketing Paid Advertising Website
and Landing Pages to manage customer bases.



WHY HUBSPOT?

Inbound marketing tools

Data-driven insights

Integration tools

Scalability

User friendly



- content creation
- SEO (search ads)
 - social media
- email marketing



- Campaign performance
- Customer behavior
- Data-informed decision making



- A central hub for CRM
- Integrates multiple media channels



- Can grow with the needs of the campaign



- Quick implementation of the marketing strategies



USING HUBSPOT



PERSONALIZED EMAIL MARKETING

Create personalized email campaigns targeting younger men interested in streetwear fashion.

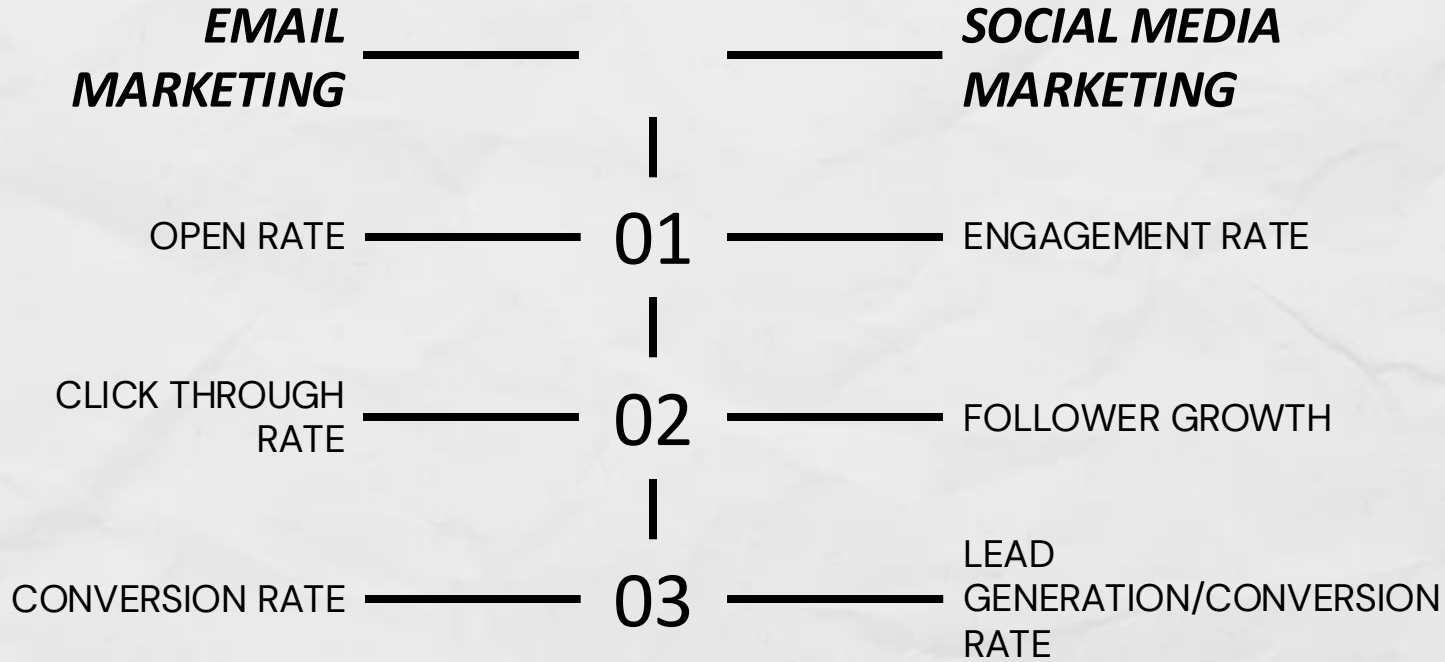


SOCIAL MEDIA MARKETING

Create interactive content and influencer partnerships to engage with targeted audiences.



HOW TO MEASURE THE TACTICS



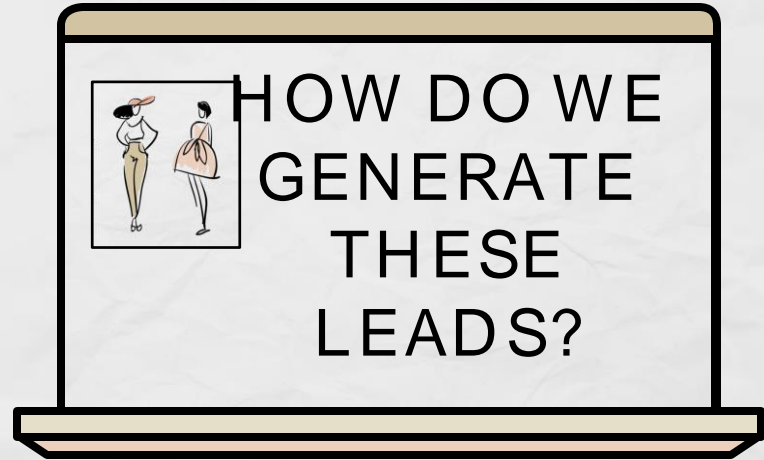


The Strategy



One Year Plan

To see the accurate results of implantation and adjust for growing pains, a one-year plan can help us to investigate long-term engagement and conversions with our efforts to reach the young men streetwear audience.



THE MEDIA CHANNELS

PERSONALIZED EMAIL MARKETING

Personalized segmentation in email marketing can ensure that we are reaching the audience with the right target specifics

ex. Promotions, Exclusive Offers, Event Reminders

SOCIAL MEDIA MARKETING

Using popular social media sites to promote drops and use short-form content to bring awareness to the products and the brand

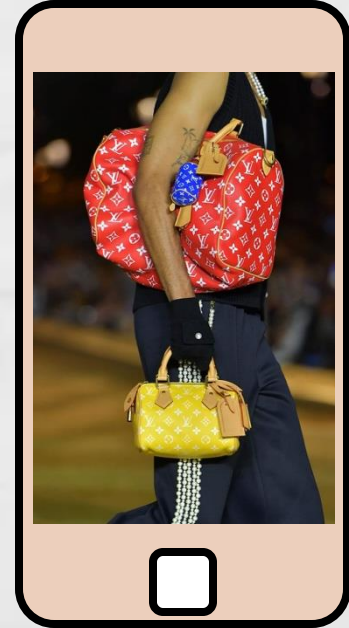
ex. Instagram, TikTok, UGC, and Influencer Collaborations



CONTENT MARKETING

Another marketing channel that would be beneficial, as it can provide educational content such as the history around a piece being dropped or men's streetwear style in general.

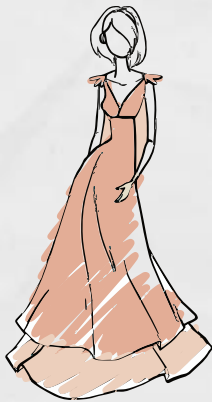
ex. YouTube, blog posts



UNIFIED MARKETING STRATEGY

CONTENT APPROACH

- **Aesthetic:** Streetwear and American High Street style imagery; Styles that overall align with street culture
- Influencer Collabs and Exclusive Launches and Drops across all channels
- **Message:** "Trend-setting" "Luxury" "Exclusive"



PERFORMANCE MEASUREMENTS

METRICS

- Engagement Rates
- Click-and-Open Rates (E-Mail)
- Conversion Rates

HOW OFTEN?

- Quarterly Deep Dives and Data Reports
- Monthly Evaluations
- Adjusting Marketing Techniques as Needed

HUBSPOT AND AUTOMATED MARKETING

- By using HubSpot, real-time data analytics can allow us to see when a campaign is or is not connecting to audiences and allows us to make tweaks to our campaign much faster.



ACQUISITION AND RETENTION GOALS

INDUSTRY STATS

- **Industry Benchmarks:** Luxury fashion brands typically see a 10–30% growth in new customer acquisition through targeted digital campaigns.
- **Retention Rates:** Engaged luxury consumers have retention rates averaging between 50–70% (Deloitte 2020).

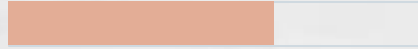


BUSINESS OF FASHION'S "1...
STATE OF FASHION 2022"



Growth Projections

OUR GOALS (AFTER THE FIRST YEAR)



*60% RETENTION
RATE*



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*20% INCREASE IN
NEW CUSTOMERS
FROM THE TARGET
AUDIENCE*



COMPETITIVE ADVANTAGE

LONG TERM ADVANTAGES

- Getting younger men interested in ***luxury*** streetwear strengthens LVMH's position as a leader in luxury innovation
- Expanding its target audience
- Reinforces the brand image for a newer generation

FURTHER CONSIDERATIONS

1. **Sustainability:** Continue integrating sustainable practices, which are increasingly important to younger consumers.
2. **Technology Integration:** Leverage AR/VR and AI to enhance shopping experiences.
3. **Global Trends:** Monitor global fashion trends to keep offerings relevant and appealing.



THANKS

DO YOU HAVE ANY QUESTIONS?

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