

Field of Study International Business			
Degree Programme Bachelor in Business and Administration			
Author(s) Kseniia Egorova			
Title of Thesis Website and Web marketing strategy development for the luxury interior design brand. Case study: FM Architettura d'Interni			
Date	1/12/2016	Pages/Appendices	59/4
Supervisor(s) Jari-Pekka Jääskeläinen			
Client Organisation/Partners Marche Region government Ancona, IT; FM Architettura d'Interni, Camerano, IT			
<p>Abstract</p> <p>We live in the world of digitalization where human interactions and exchange is performed through innovative uses of media. Despite the strong web profile is essential for businesses to communicate their brand identity, some brands still have been hesitant to move online. Those brands include luxury firms.</p> <p>The main problems of the luxury brands on social media has been the classic problem who they are addressing, exactly. The second challenge is to communicate the luxury story keeping the aura of distant and exclusive. The goal of this thesis is to conduct an understanding of the world of ultimate luxury brands and how they perform their online marketing. The scope of the research is narrowed into luxury interior design from all sectors. The research was made as a case study for the "FM Architettura d'Interni" company from February to June 2016. The analysis of the subject is theoretical start with the theoretical desk research by reviewing existing academic articles related to the topic. Then, the empirical data was gathered by in person interviewing of interior design persons who had interest in the thesis problem.</p> <p>The study provides the case company with the comprehensive marketing research and results in website's upgrade and social media profiles' creation. The thesis concludes that the successful web marketing strategy requires highlighting the brand's core values, history and philosophy; the use of professional photography and the unique communication style. The Research findings confirm that having a strong presence online is crucial for brand positioning and developing relationships with clients and partners.</p> <p>The results of this work are useful for luxury brands in general and interior design firms. The findings of this thesis can be a basis for the further research on social media marketing.</p>			
Keywords Luxury, Luxury Brands, Web marketing, Online Marketing, Interior Design, Bespoke goods			
Website, Social Networks, Digital Media, Instagram, Facebook, Website Development			