

DIGITAL MARKETING AS A LEVER TO CREATE A BRAND, THE
LAMUNT CASE: ONLY WOMEN, SUSTAINABLE, OUTDOOR
SPORTSWEAR

ANTONELLA GIRONE

LUGANO APRIL 2023

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I introduce myself...

Who am I?

Antonella Girone

Head of Performance Marketing Gruppo Oberalp

Digital Innovator

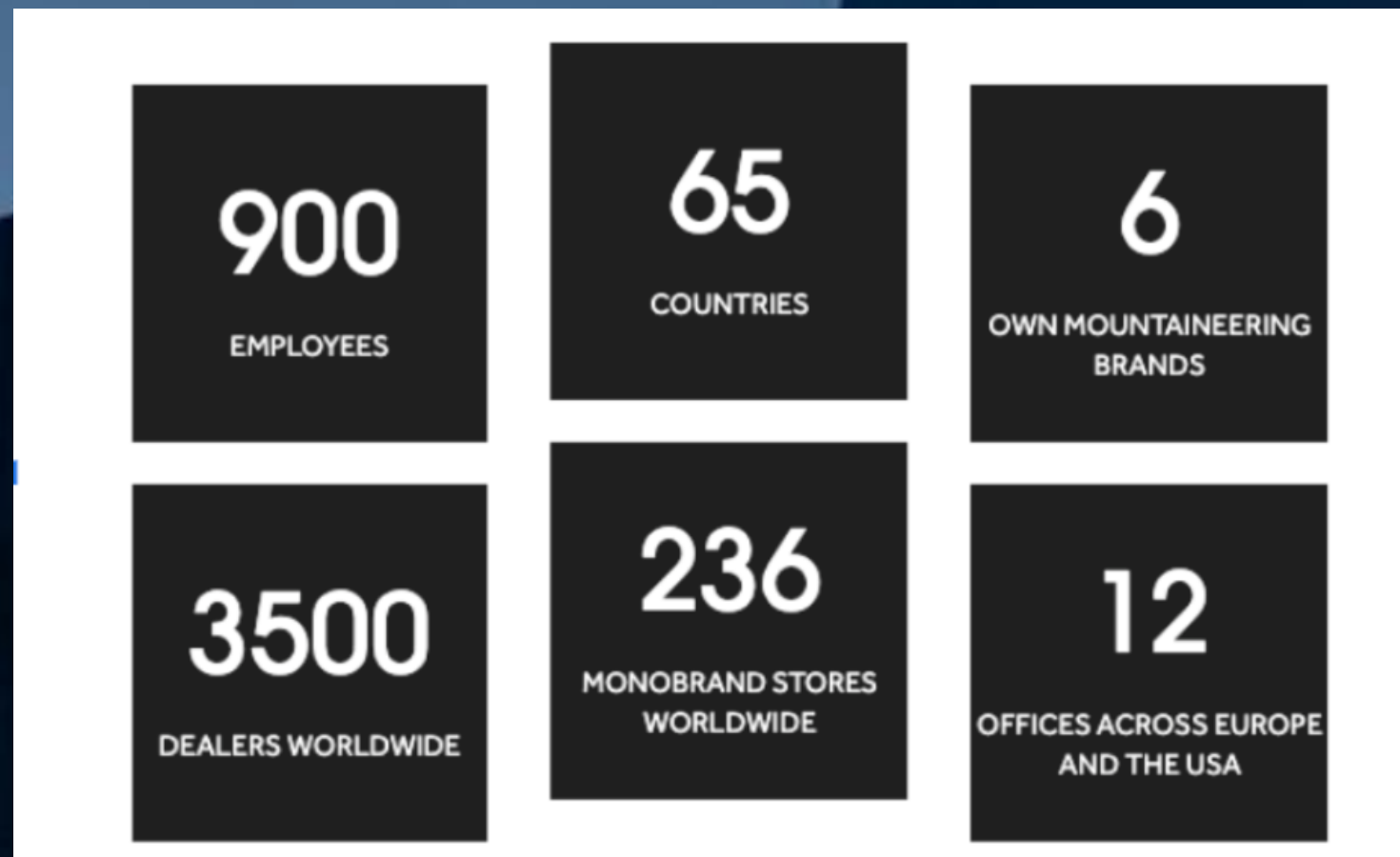
| eCommerce & Performance Marketing

| Associate Top 500 Digital MasterMinds

| Environmental Supporter



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I NOSTRI MARCHI DI MONTAGNA



I NOSTRI MARCHI PARTNER ESCLUSIVI



THE POWER OF ECOMMERCE MARKETING

establishment

- Connect all touchpoints
- Get your audience
- Personalize the experience
- Offer original contents
- Use all channels
- Retarget your customers

CONTENT IS STILL THE KEY!

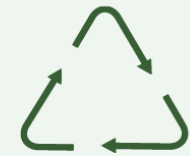


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Choose materials carefully



Recycled Material



Natural Material



PFAS-Free

Extend product life



Care



Repair



Stay in the loop

Fundamentals of our products



Social Compliance: audited factories



Chemical Compliance

Chemical Compliance: tested products

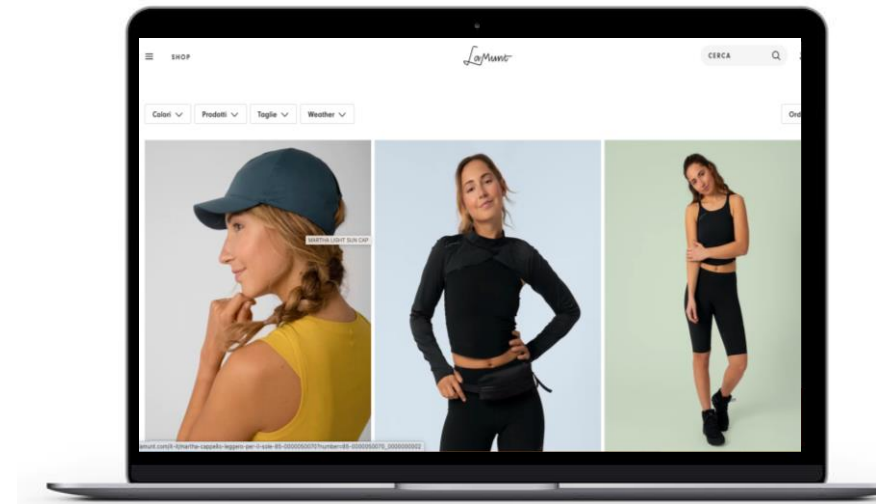
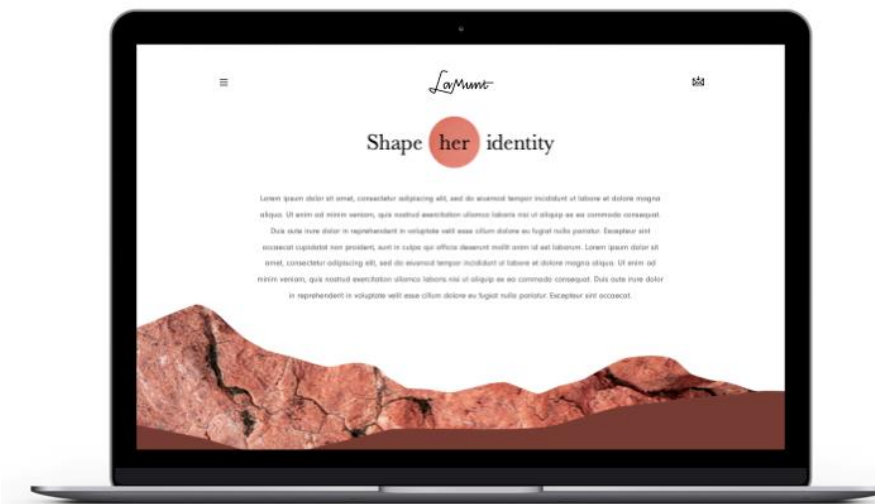
BRAND MISSION

Create individualized outfits
that **empower confident women**
to **enjoy mindful me-time**
in the **mountains.**



HOW DID WE START?

Little cronostory



2019-2020

Recruiting of
LaMunt women
crew
Launching only
video

October 2020

LaMunt crew and
corporate website

November 2021

eCommerce LaMunt
1° collection

February 2022

45 points of sale

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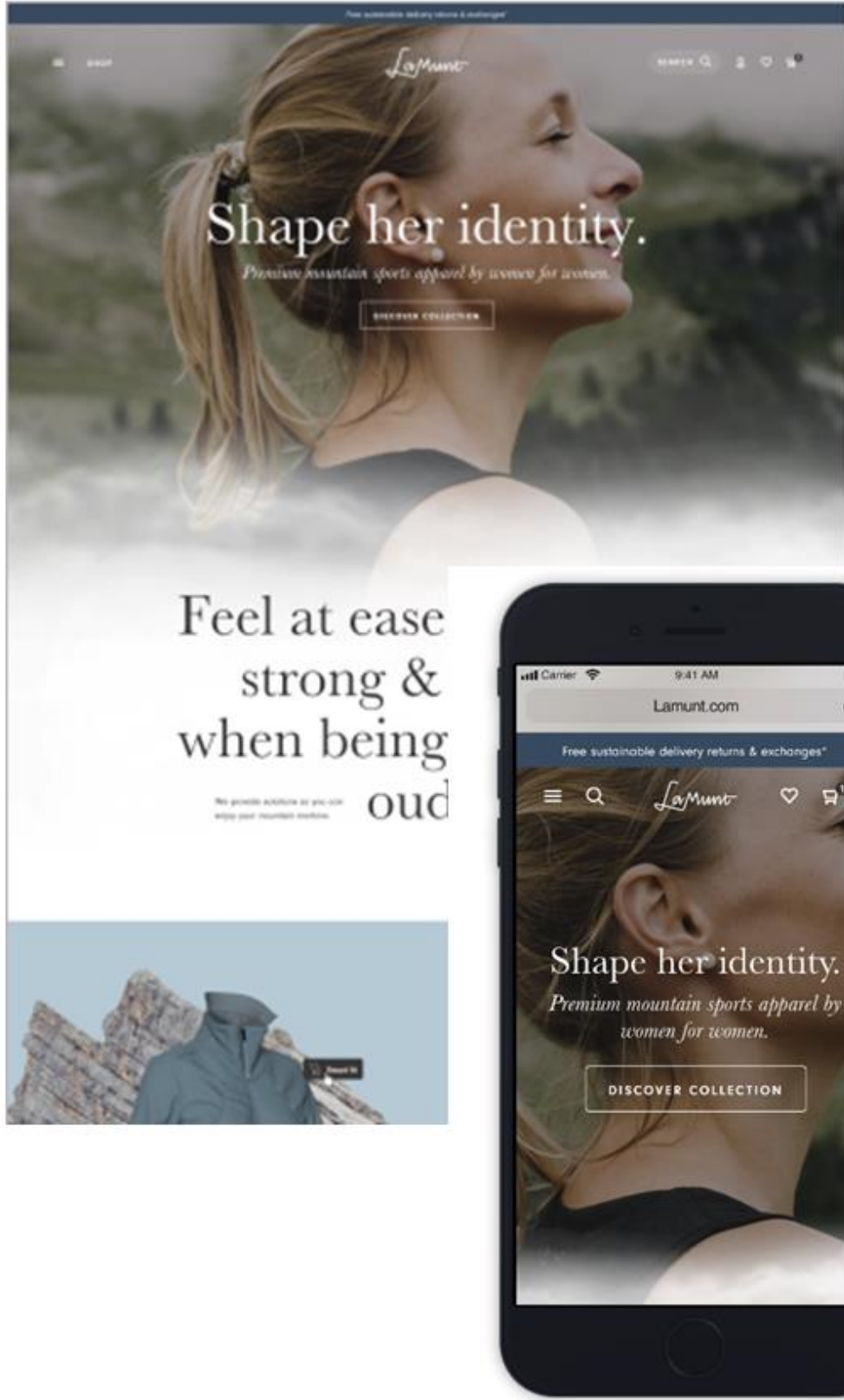
Women specific awareness campaign



Building a strong online presence



E-comm launch in November 2021

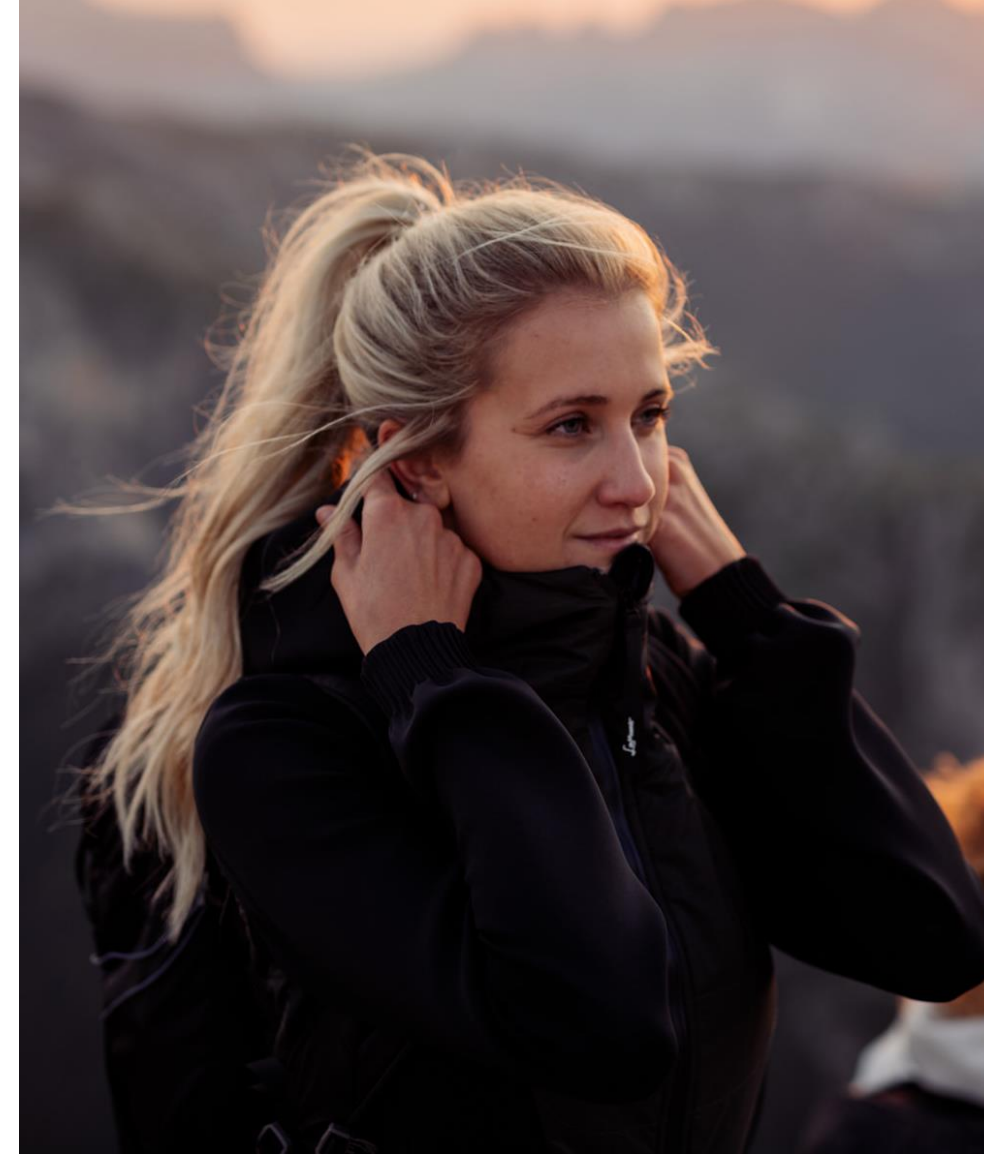


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THE LAMUNT WOMAN



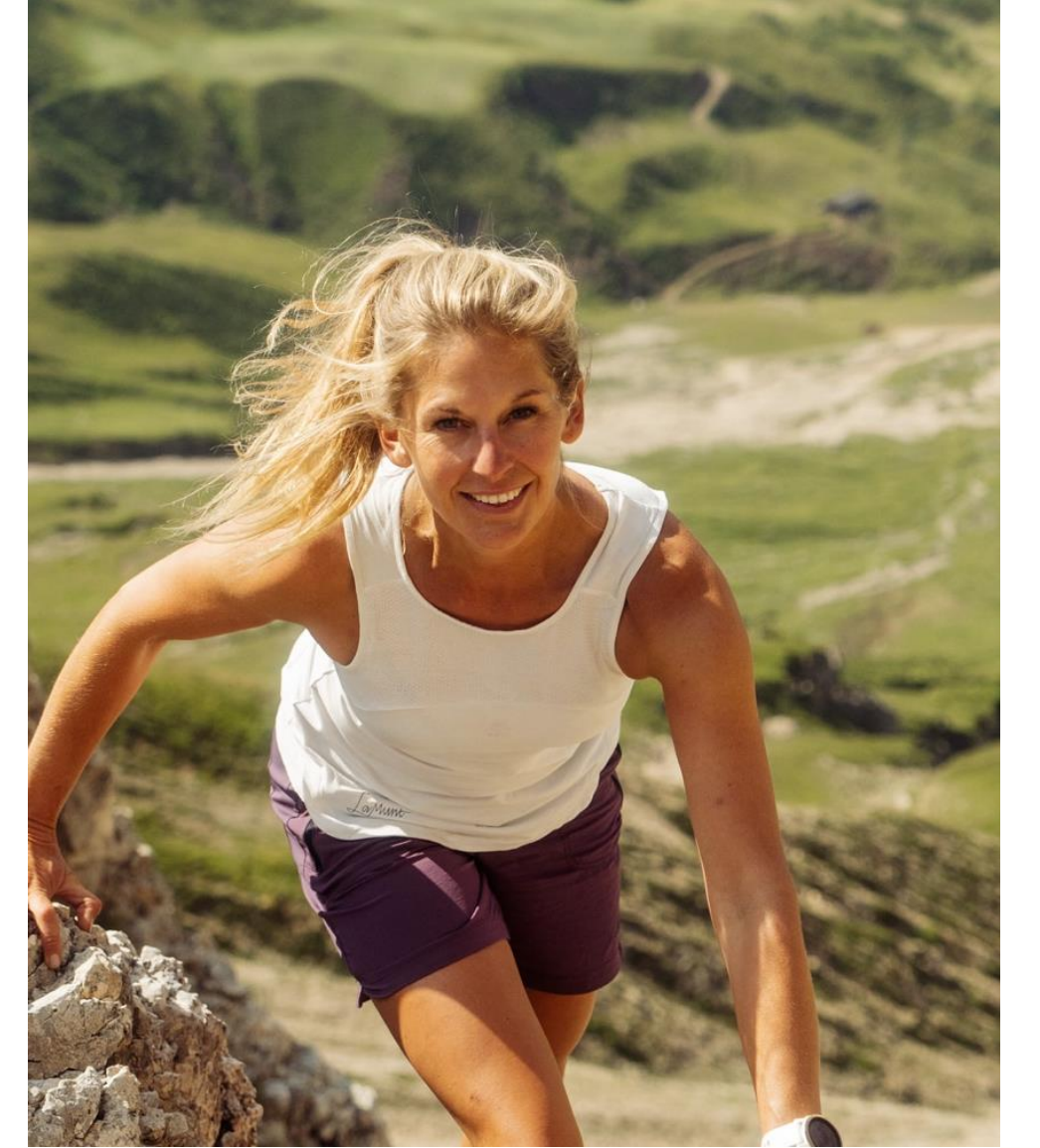
Style-conscious



Mindful



Authentic



Confident

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LAMUNT CREW

“Made by women for women”

We want a **diverse group** of regular women to be **our sounding board & testimonials** as part of LaMunt to **drive our product decisions** based on **women’s real needs**. Diversity and **different voices** matter to us for the best product experience.





I WANT

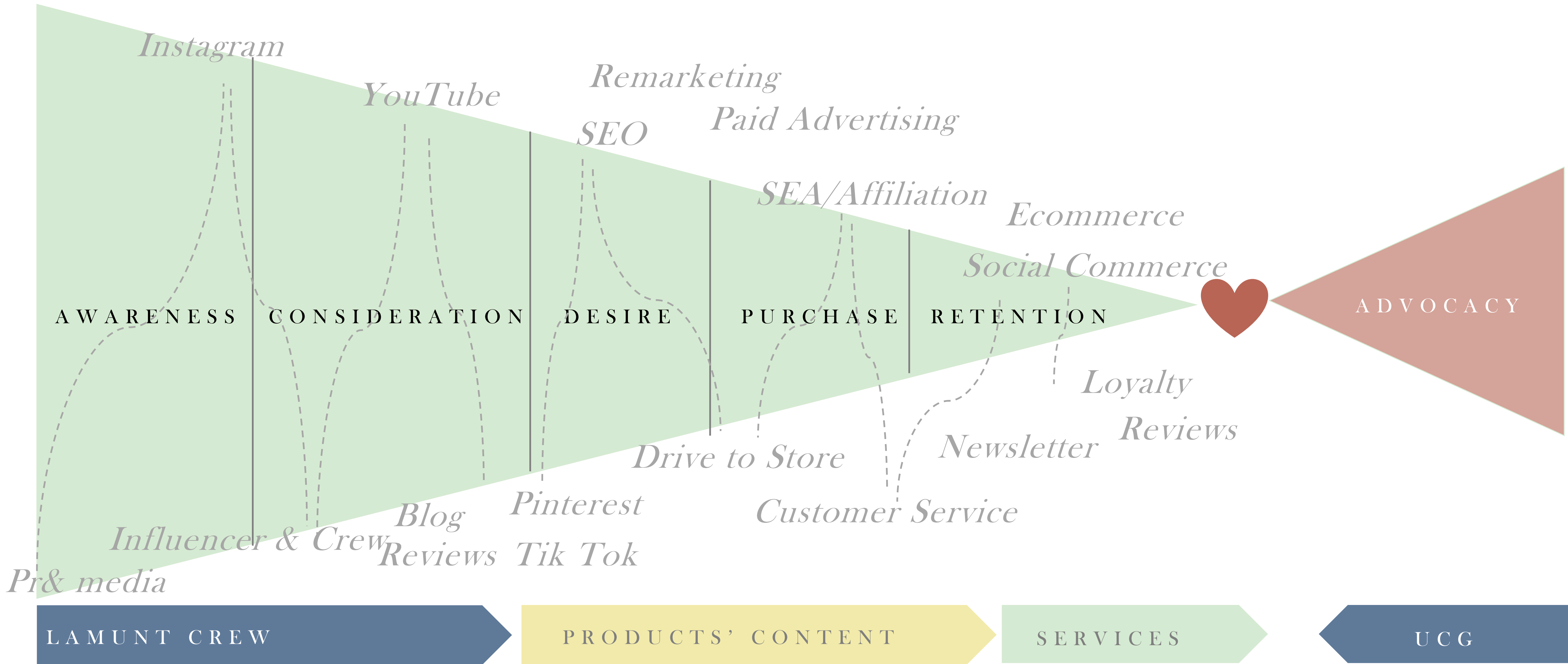
I CONSIDER

I SEARCH

I BUY

I USE

I SUGGEST



LAMUNT CREW

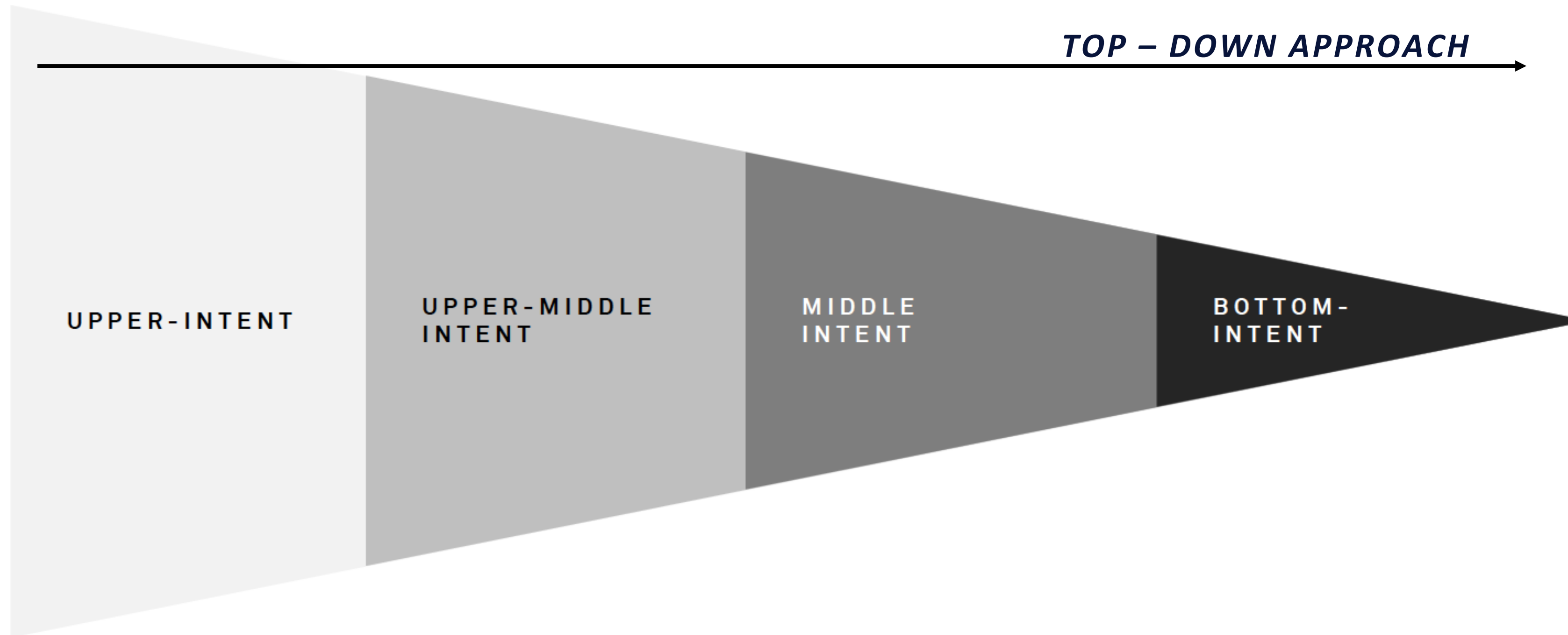
PRODUCTS' CONTENT

SERVICES

UCG

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FUNNEL STRATEGY TOP DOWN & AUDIENCE

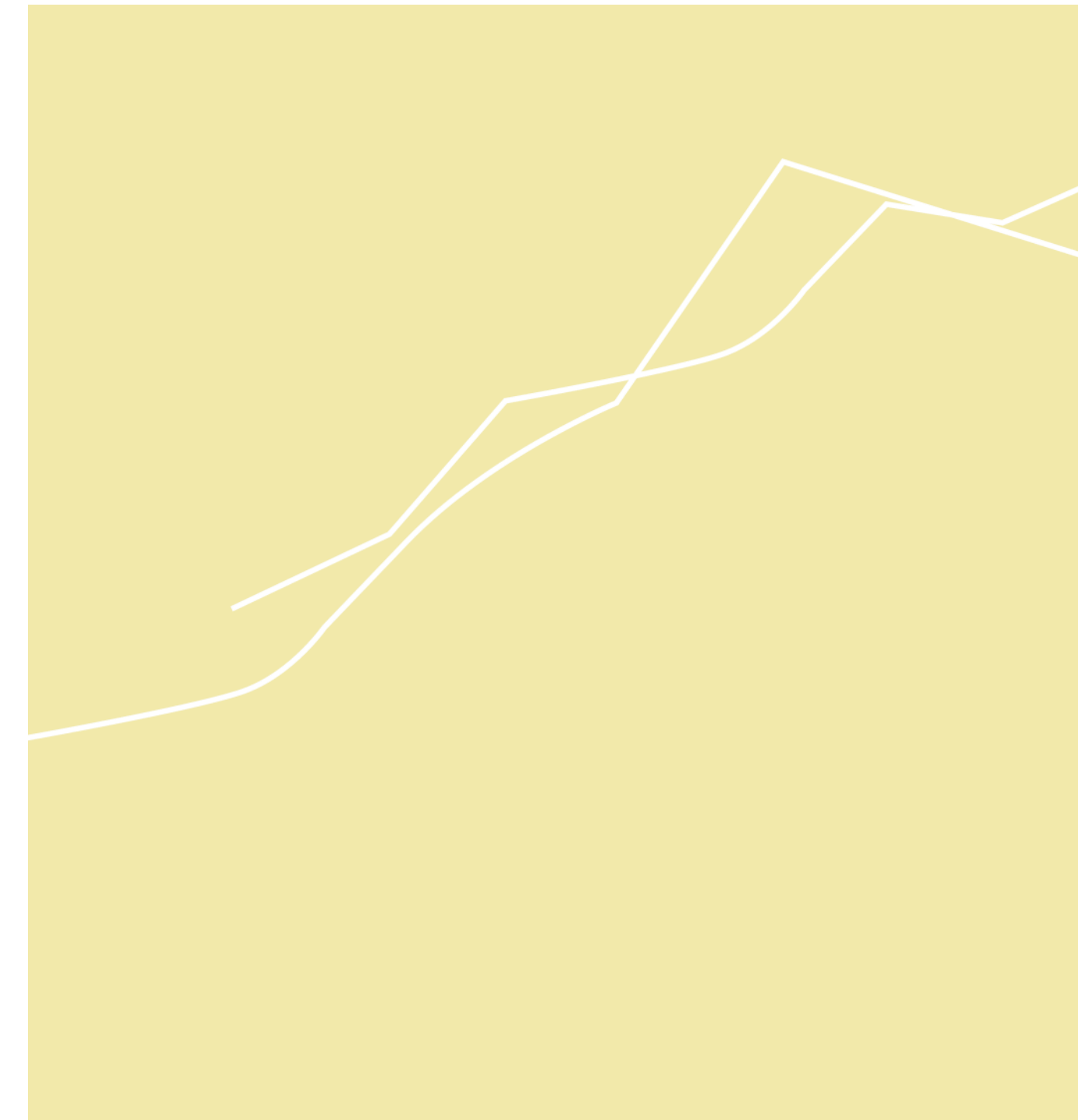


STEP 1
PUSHING ADS TO A BROAD TARGET AUDIENCE:
JACKETS, PANTS,

STEP 2
LEARNING ABOUT THE BEST PERFORMING AUDIENCES:
SKI JACKET, HIKING PANTS, SPORTS CLOTHES FOR WOMEN

STEP 3
AD RECALL:
SUSTAINABLE PERFORMANCE COMFORTABLE

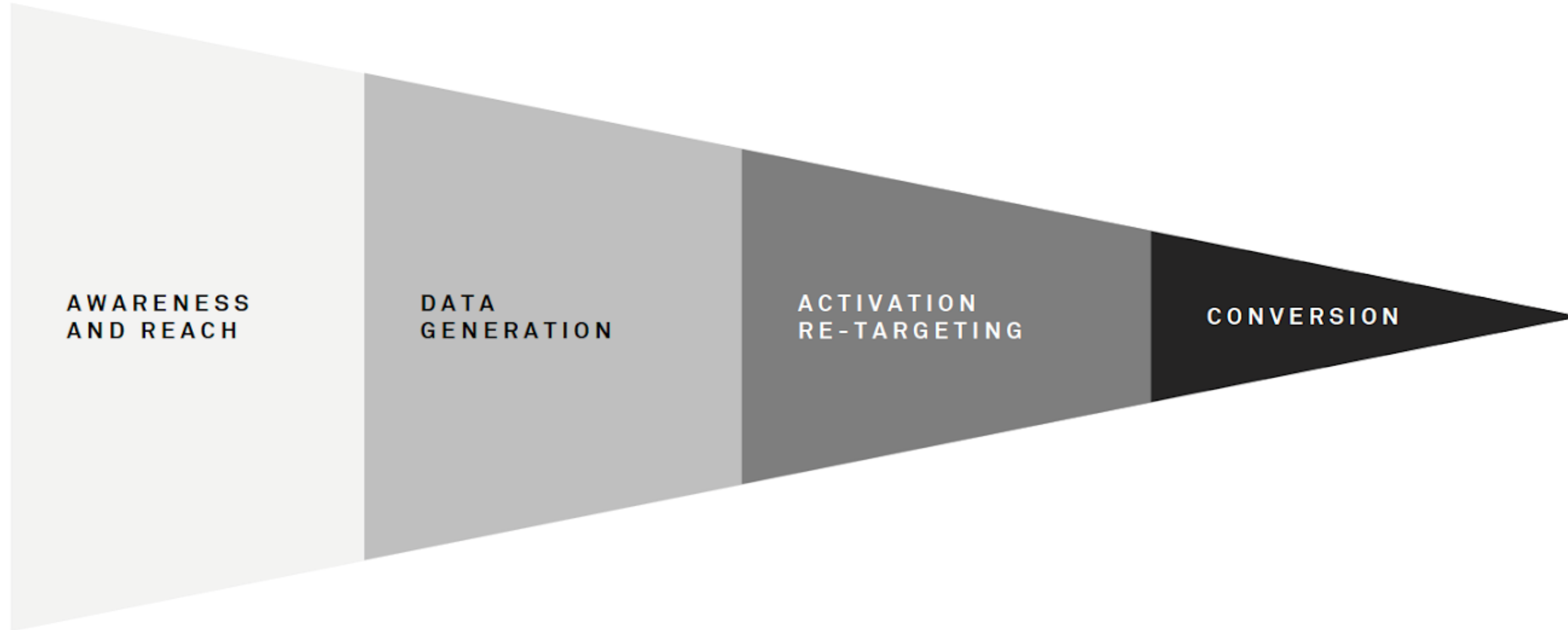
STEP 4
BRAND:
EVERYTHING THAT INCLUDES LAMUNT



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FUNNEL STRATEGY & MEDIA

DISPLAY ADS
YOUTUBE ADS
SEARCH ADS
SHOPPING ADS
DISCOVERY ADS



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KPI TO TRACK

The KPI to track are important.

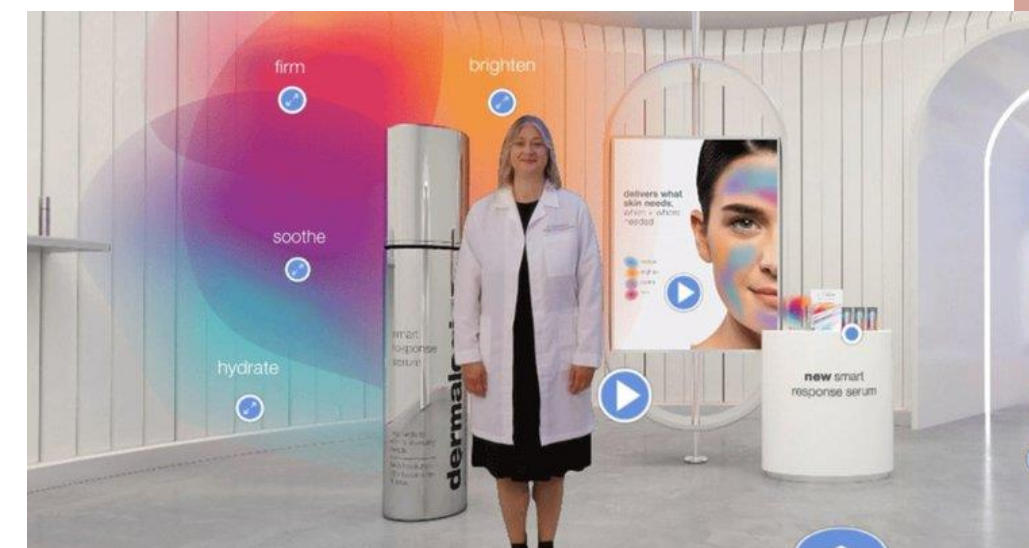
- Article views
- Social shares and engagement
- Audience engagement
- Inbound links: Are people liking your content? Is your content being quoted on different websites? If so, this means that your content is making its mark.
- Follower or subscriber growth
- Reach
- CR - TRAFFIC - CPM - CRT - CPC - VR



THE FUTURE BY ME

What I suggest

- Social Commerce
- TikTok
- Youtube
- Meta Paid Media
- Livestreaming
- Gaming and Ads
- AR /VR / METAVERSE



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ECOMMERCE PILLARS

2023

- New endless tech
- Data mining
- Content optimized & customized
- Brand Value
- Omnichannel
- Sustainability in eCommerce

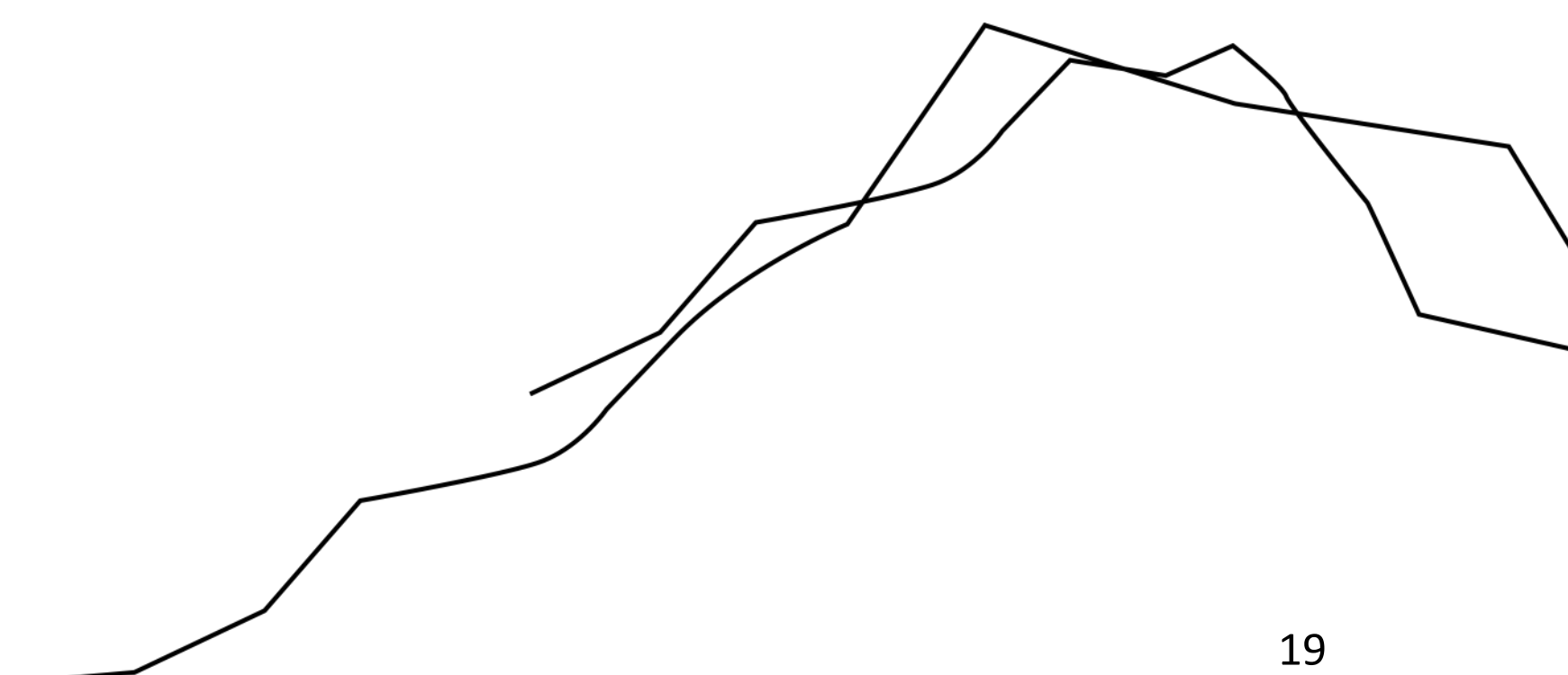


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“Being yourself is the only way how to stand out in today’s crowded market. So, what’s YOUR story?”

Magnetic Silvia, CEO Magnetic Look

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THANK YOU

Antonella Girone

Digital Innovator | eCommerce & Performance Marketing |

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#MountainMeTime