

Topic: Empirical Analysis for Studying the impact of digital marketing tactics for luxury jewellery and watches industry success: A case study of America

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The digital revolution is a practical part of business development and advancement. The concept of significant changes in business management and marketing techniques explains the importance of digitalization. The transformational abilities of companies or businesses to increase sales, return on investment, profit margins and market reputation using digital enhancements and information technology is the most critical aspect of the current era (Saura, Palos-Sanchez & Correia, 2019). The studies explained the philosophical impacts of digital technology on business development to attract customers, increase communication and understand the influential role of marketing and strategic approaches dealing with luxury brands' success in transforming traditional to digital marketing approaches (Schmitt, Rossi & Bensoussan, 2021). The increased level of business development within the American markets is vital to compare the role of digital technology, artificial intelligence, business informatics and analytics to other regions worldwide.

The luxury fashion industry refined business methodologies during the pandemic by improving digitalization for customer care services, digital tools and logistics with sustainable approaches for enhancing sales. The most crucial tactic is virtual sales or disruptive digital tools with augmented reality, virtual reality and 360-degree perspective to sell jewellery, luxury watches, or other products (Schmitt, Rossi & Bensoussan, 2021). The American luxury fashion brands used product enhancement models and techniques to improve the consumer experience, effectively linking the beautification of the product, quality of the product and marketing with exclusive digitalization approaches (Cappellieri, Tenuta and Testa, 2020). Here the study focuses on the impact of digital tactics in increasing market success through macroenvironment and microenvironment analysis using economic and financial management approaches.

The primary goal of the study with objectives are given as follows:

To assess the significant impact of digital marketing strategies on business development and consumer experience management in the American Jewelry and Luxury watches industry

The objectives are

- To explain the impact of digital technology on the critical success of American luxury fashion brands
- To distinguish the usefulness of digital approaches of American firms for increasing business success within luxury watches and jewellery industries

- To describe the positive and negative impact of technology on luxury brands in American-based firms

The study's findings will help develop clear narratives to incorporate digital technology for marketing and selling luxury jewellery and watches with practical competitive approaches at international and national levels.

The significant impact of search engine optimization, automation, e-commerce, influencer marketing, campaign marketing and social media management is the most effective technique studied through the literature. Other research was explained by the study finding of Bala & Verma (2018).

The study by Olson et al. (2021) explained the impact of the business strategy of disruptive change on organizational development and success. The findings explained that effective marketing tactics for digital approaches in organizational management showed that differentiated approaches and forecasting of risks are helpful for digital marketing.

The scope of the study is wide-ranging, so an empirical analysis or qualitative data collection approach would be preferred to collect information. The data shall be collected using various resources highlighting the impact of digitalization, information technology and informatics on the luxury watches and jewellery industry by case examples of American firms. For this purpose, academic papers, annual reports and books are used as resources for data collection for empirical analysis.

References

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