

Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

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PROGRAMA: E-2 Inglés

GRUPO: A

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Título provisional del TFG:

Creation of a Social Media Marketing Plan for Aman Group: Development of a Digital Strategy for an Ultra-Luxury Brand in the Era of Marketing 5.0.

ADJUNTAR PROPUESTA

Introduction

In an era defined by a rapid digital transformation of industries, organizations and processes, new ways of transmitting, engaging with an audience and communicating values have arisen. Social media has become an essential communication and branding tool.

Particularly, in the luxury sector, brands have traditionally relied on traits such as exclusivity, customization or little accessibility. In this case, while the digital shift represents an opportunity, it can also be a challenge. In a digital-driven world, luxury brands will need to adapt their communication strategies, maintaining their prestige, as data-driven personalization can enhance emotional connection, authenticity and customer engagement without compromising their traditional values.

In the case of ultra-luxury brands, a paradox arises regarding the transition in the digital transformation. How can companies maintain exclusivity, mystery that characterizes their brand personalities, and prestige, while at the same time participating in digital high-engagement online spaces?

This thesis will lie among this paradox, which will focus on the creation and development of a Social Media Marketing Plan for Aman Hotels. In particular, the aim will be the development of different digital strategies for an undeniable new era of Marketing. *Marketing 5.0* is the framework that gives context to this thesis, which was proposed by Philip Kotler, emphasizing on the combination of technology and human-centered experiences.

The center of this thesis will be a company belonging to the ultra-luxury hospitality sector, Aman Group. Aman is a company founded by Adrian Zecha in 1988, for which Vladislav Doronin is the CEO since 2014. To this day, Aman Group gathers thirty-five different properties among Asia-Pacific, Middle East, Europe, America and Africa.

Aman is globally recognized for what is called the *quiet luxury philosophy*, a modern concept that makes reference to minimalist, calm and timeless branding identity and lifestyle, which enhances serenity and personalized experiences, avoiding ostentation at most. Nevertheless, this philosophy seems to make a notable contrast with the digital presence of companies that whose identity is built upon this. It is relevant to mention how in contrast to Aman Group's, its competitors have become increasingly present in social media, developing strategies to engage with a broader audience. This thesis observes this situation as an opportunity for analysis:

To what extent can Aman increase its digital impact and audience engagement without compromising its exclusivity, quiet luxury philosophy and values?

Thesis objectives

The aim of this work will be to design a coherent and well-executed social media strategy, through a practical plan to which academic theory and professional experience will help understand how digital transformation in the luxury sector creates a potential for Aman towards adapting its philosophy into the digital marketing paradigm.

To ensure a coherent development of the Social Media Marketing Plan, the thesis will lie upon several objectives:

- I. Contextual analysis
The first objective will comprise the examination of the interaction between the framework behind Marketing 5.0, luxury marketing and social media as a means of communication. This objective will allow for the thesis to achieve a theoretical background that serves as a foundation for the plan.
- II. Strategic diagnosis
The second objective will be evaluating Aman's internal and external environment through the application of strategic tools such as SWOT Analysis, CAME and Porter's Five Forces. These tools will help identify opportunities and priorities for the company in order to adopt a digital strategy.
- III. Strategy design
The third objective will ensure the development of the plan relies on a platform strategy, where channels of communication are carefully selected, as well content pillars that will be defined through the plan. This objective will allow Aman to translate its values into a consistent digital storytelling.

All in all, the final objective of the thesis will consequently be, not to make Aman "more visible", but to make its digital presence more meaningful, curated and aligned to its brand identity.

Methodology

To describe the methodology that will be applied to build the Social Media Marketing Plan, the thesis will follow a theoretical-practical approach.

The theoretical part will be used to establish an academic foundation, focusing on concepts as Marketing 5.0, luxury marketing and social-media management. The practical component of the thesis will consist in applying those insights to building a detailed Social Media Marketing Plan for Aman Hotels. To do so, strategic analytical tools will be put in place to frame the strategic proposed to the company.

It is relevant to state how the work will not involve empirical research. Instead, it will lie upon secondary data and strategic models to analyze how Aman's environment and how a plan can be designed, aligning to its brand identity.

Proposed Index

1. Title
2. Abstract and keywords
3. Introduction
 - 3.1 Description of the topic
 - 3.2 Justification and importance of the study
 - 3.3 Methodological approach
 - 3.4 State of the art (summary of relevant previous research)
4. Thesis objectives
5. Theoretical Framework
 - 5.1 Marketing 5.0 and digital transformation
 - 5.2 Luxury marketing and quiet luxury
 - 5.3 Social-media marketing for luxury brands
6. Brand context: Aman Hotels
 - 6.1 History, values, positioning
 - 6.2 Current digital presence
7. Market and competitors' analysis
8. Proposed Social Media Marketing Plan
 - 8.1 SWOT, CAME and Porter's Five Forces
 - 8.2 Objectives, target audience, buyer persona and consumer journey
 - 8.2.1 Strategic SMART objectives
 - 8.2.2 Audience definition
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 - 8.3 Platform strategy and content pillars
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 - 8.3.2 Content pillars
 - 8.3.3 Content matrix
 - 8.3.4 Mockups

- 8.4 Partnership strategy
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- 8.5 Paid-media plan and timeline
 - 8.5.1 Budget
 - 8.5.2 Gantt chart
- 8.6 Implementation and control
 - 8.6.1 KPIs
 - 8.6.1.1 Strategic KPIs
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 - 8.6.1.3 RACE Model
 - 8.6.2 Measurement and evaluation
 - 8.6.3 Risk matrix and contingency plan
- 9. Conclusions
- 10. Declarations of use of generative AI tools
- 11. Annex
- 12. Bibliography

Bibliographic References

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Firma del estudiante



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