

Putting The Pieces Together: The Website and Social Puzzle

By Matthew Perosi

Your website is the cornerstone of all your online marketing. It's what people find when searching for local jewelers or specific jewelry. They go to Google looking for that immediate purchase, a necessary repair, or to start the long-term engagement ring research and purchase process. Those with immediate needs, will take action based on what they see on your website or your social accounts. Your online catalog will help motivate them to visit in-person for that immediate purchase, while your Yelp and Google reviews will provide the trust they need before leaving their precious possessions in your care.

When it comes to the commitment of long-term custom jewelry design or engagement ring purchase, they are more likely to connect with you socially as a way to bookmark your store. Once they decide to follow you, it's your responsibility to use your social accounts to show them you are honest and transparent, the quality of your work, and the service you provide.

Customers who need a quick gift, an emergency accessory for an event, and or a treat for themselves, are more likely to visit your store in-person after browsing through your online catalog. That's why it's important to set up and maintain a catalog even though it's very time consuming. Although the initial connection you make is through your website, it's your social media accounts that will help capture the larger, long term sales, wedding jewelry sales, custom design sales, and then your repeat sales.

Successful jewelers attract the new generation of jewelry buyers by seamlessly combining their website and social media accounts. The process starts with perfecting a desktop and mobile website, and then adding ecommerce. After that, you share strategic information from your website to your social accounts to build those long term relationships. Your strategic sharing needs to resonate with your audience's attitude and point of view otherwise they will ignore you.

Social media usage has transformed from its original written status message updates into a multimedia playground where

imagination takes center stage. Facebook and Twitter were originally places where friends were posting inane status updates like "I'm drinking a beer on my couch after a long day of work." Now it's more likely that the same person would post a selfie while sitting on the couch with the beer in one hand, the TV behind them and a cat on their lap. In fact, the millennial generation is further likely to use the Boomerang App on their smartphone to create a moving image showing them drinking that beer while the cat is attacking their arm.

Your new wedding jewelry buyers, those Millennials, are immersed in social media imagery and phrases. Instead of written conversations, it's common for them to talk to their friends using memes. What you post to social media needs to be visually interesting enough to interrupt their daily routine; it's the new type of interruption marketing.

The use of images and photos to convey your message is more important today than in previous years. The big Madison Avenue marketing agencies of yesteryear would craft a perfect paragraph for an ad, and some might argue that long form sales letters still work today, but perhaps not on social media. Millennials want to see a photo that will quickly resonate with them and convey 1,000 words without reading. Sure, you should also include written copy, but it's the secondary message now. On social networks, it's the visual media that will capture attention first.

The visual media used on your website helps sell your products and services. Product photos with clean white backgrounds are best used in your online catalog but those same images are boring on social media. Social usage has matured beyond sharing pages from your website and simple text updates, instead you should use photos with colorful backgrounds, descriptive videos, animated images, and even relate pop culture memes to the products and services you provide.



As you gear up for the 2016 holiday season, you should experiment with different social media apps on your phone and the different ways you can post photos, video clips, and animations. Facebook is the obvious network to experiment, followed by Instagram and Pinterest. Twitter, Tumblr, and Google+ have the potential to work once you figure out how to reach your target audience through them.

Live streaming video is growing in popularity and I recommend it for event announcements, product demonstrations, and live Q&A when possible. The Periscope social network is easy to use through its simple video broadcasting smartphone app. Your audience on Periscope will grow quickly if you broadcast a few times a week. You can also broadcast live through YouTube and Facebook with the added benefit that those broadcasts are permanently archived.

There are a lot of ideas on how to effectively use the different social networks, and I haven't mentioned other social networks, like LinkedIn, Snapchat, and Foursquare. Send me an email and I'll send you a list of ideas for using social networks this holiday season.

Your website is the largest piece of the marketing puzzle, with other pieces being several social networks. Other retail industries have already learned that customers now demand the web and social to seamlessly fit together to create a good long-term relationship. It's time that the jewelry industry adopts this approach, too.



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Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his newsletters, videos, and blog available through jwag.biz. Tap into the more than 1,500 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



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