

DIGITAL ADVERTISING FOR THE HOLIDAYS

By Matthew A. Perosi

Another summer has come to a close and the holiday season is almost here. No matter what the financial forecasts say, I want to give you some current ideas to improve your marketing methods--and hopefully your sales--through the end of this year.

The first step is to review the ads you are already planning for this season. Instead of running standalone ads this year, you can use your website and social networks to create micro campaigns that promote specific product lines and designers. Planning ahead will be the key to successful implementation of a micro ad campaign.

The first step is to generate an abundance of photography for the items you want to promote. Simple jewelry photos on a white background won't be enough; you'll need several intriguing photos for these campaigns. Shoot photos on black background, on a model, next to a gift box, and even next to fashion outfits. Each of these photos will be used on a different social network and in a different ad.



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The next step is to evaluate your target audience more in depth than you ever have before. While you might know the typical demographics of your customers as a whole, the specific target audience for each style or designer line of jewelry you carry is more refined. For non-designer lines of jewelry, you will have to rely on your own experience and sales data to select that specific audience. For specific designers, you can call them to inquire about their target demographics.

Narrowing down those audiences will allow you to target people with ads on Facebook using a feature called "custom audience." Long before you are ready to publish your ads, go to the website address www.jwag.biz/fbaudience to set up and save the custom audience for each demographic.



The third step is to plan all the ads and how they will appear in print media and online. All the products used in your ads should be loaded into your online catalog. This is where you'll include all the physical characteristics of the jewelry like the metal type, carat weight, etc. Then write a product review for each item and use them as blog posts on your website.

Images used on social media need to be the correct dimensions for each network. Facebook status updates and cover photos have two different image sizes. The same applies for Google+ photos and the cover photos. Twitter will accept several size images whereas Instagram only accepts a standard square image. Crop your photos in such a way so they create interest, yet give you room to include a headline.

Each of the ads should tell part of the story for that particular product. That story includes how it is made, what it's made of, and how it will be worn. Don't try to use a single ad to both get someone interested and sell the product; that's the technique you've been using for years. Instead, use these micro campaigns to create interest, educate, and eventually invite the sale.

There's one more small step before your ads are finalized. Don't use your normal domain name on the print ads; instead

register and use alternative domain names. This is an easy way to track the response to offline ads in Google Analytics. The tracked results will show you how many people take action online after seeing your print ads. Choose memorable, simple domain names that have something to do with each ad rather than your store name.

With everything ready to go, the last step is to coordinate all the social media posts around the print and direct mail schedule. You can use a program like Hootsuite to schedule your social ads to appear after the expected in home delivery date of the print media. Facebook has a built-in scheduling feature that should use instead of Hootsuite. When scheduling the Facebook posts you will take the extra step to "boost" the post to the appropriate target audience you saved in your Facebook account.

Make sure that everything you share to social media links back to either a blog post, the product catalog pages, or to other content that helps tell the story.



What I've explained here is a small blueprint of a new method of marketing. With it you can introduce your audience to a new line of jewelry or a gift, and give them a website address or social media account where they can go for more information about it. Although your print ads usually have prices, these micro campaigns are meant to create social discovery and engagement that your holiday season customers will enjoy engaging with.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his 5-day per week newsletter, available through jwag.biz. Tap into the more than 1,100 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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